

- The Committee will be considering ways to display the MTF “topic of the month” in plain view of those entering the luncheon.

Chamber Website:

- Cheryl asked for examples of good websites (the Board will be consulted).
- Navigation is the biggest problem on the website.
- Cheryl has been consulting with a webmaster specializing in Chamber of Commerce sites. The deal cannot be finalized until a content management system is established.
- Peter suggested separating the “committee meetings” calendar from the “upcoming events” calendar.

Marketing and Memberships:

- A survey form will be added to membership renewal letters.

Assignments and Updates:

- Nancy Ehrenkranz is on hiatus from the Committee. Sharon is now in charge of promotions.
- Katherine agreed to prepare a list of suggested topics for the Committee’s new publishing program, which will produce a series of documents to advise Chamber members on business management and development.
- The Committee needs a main contact on the Chamber staff, to help put the programs into action.

GREATER SOUTHWEST HOUSTON CHAMBER OF COMMERCE
Small Business Assistance Committee Minutes
Monday, July 7, 2003, 11:40 a.m.-1:00 p.m.

Present:

- Peter Cook, *Chair*
- Katherine Swarts, *Secretary*
- Gary Alexander
- Michael DeStefano
- Jim Hughes
- Dick Myers
- Moe Singh
- Kevin Tucker
- Sharon Williams
- Cheryl Wise

Business in a Bag:

- Low attendance at Business in a Bag programs is still a problem.
- Dick suggested we look into options for maintaining momentum.
- The focus for the next series (starting in August) will be marketing and/or sales; no specific speakers were suggested. Probably the first speakers will be ad agencies, most likely non-Chamber members.
- The initial distribution of program packets (paper scrolls in brown bags), at the June luncheon, drew positive attention.

Monthly Breakfast Program:

- Problems with the breakfast program include poor parking arrangements and a difficult location. Several alternate locations were suggested, including the Radisson, the Braeburn Country Club, and Chamber member business locations (perhaps changing locations each month).
- The breakfast speaker schedule will run out in August; new speakers will be needed starting in October. The Committee will forward the request to Janell Bonner and Arnold Goldberg.
- Future breakfast speakers will be asked to bring handouts summarizing their main points, perhaps filling out a "Take-Away Points" form in advance (to be edited and printed by the Committee).

Mini-Trade Fairs (MTFs):

- The price-per-table issue has not yet been resolved.
- Lukewarm commitment is a problem; requiring payment in advance may help. Dick suggested offering a discount for advance registration.
- Kevin mentioned that the MTF theme is not usually related to the luncheon speaker's topic.
- A successful MTF program would draw new participants each time.