

## 2016 WEBA Annual Meeting Minutes

The WEBA 2016 Annual Meeting was held at Tempo Restaurant in Alexandria, VA on December 9, 2016 from 7:45 a.m. to 9:00 a.m.

Stu Howard called the meeting to order at 8:36 a.m. Nancy Benjamin verified that a quorum was present, and a motion was made to approve the WEBA 2015 Annual Meeting minutes. Motion was seconded and the minutes were approved.

Stu Howard and Nancy Benjamin presented the proposed Board of Directors slate for 2017. This slate listed Stu Howard, Indre Bauza, Joyce Jones, Paula Flagg, Joel Bernstein, Marcus Henderson, Evelyn Delottinville, Tonya Chappell, Patrick Cherry and Susanne Waltemyer. Dorthea Peters moved to vote on the slate; the motion was seconded and the slate was approved by the WEBA members in attendance.

Committee reports were presented by various members of the Board. Highlights included:

**Membership & Sponsorships:** Membership grew by 50 new member organizations in 2016 and WEBA created a new and more updated membership brochure. Sponsorships represented a total of \$4,000 and 12 annual sponsors. There were also 2 in-kind sponsors making the total number of sponsors 14. Sponsorship deadline in December 31<sup>st</sup>.

**Marketing:** WEBA redesigned its weekly newsletter communications and began to focus on more social media marketing like Facebook and a Twitter. Newsletter content was also improved.

**Government Relations:** Committee Marcus Henderson and other board members attended various meetings during the year to monitor and give WEBA input on topics that included Landmark Mall re-development and the Beauregard Small Area Plan.

**Finance:** As chair of the Finance Committee, Tonya reported an increase in WEBA revenue. Net assets exceeded \$24,000.

**Communications:** The WEBAweekly continued as a weekly e-blast newsletter, published every Thursday and delivering current information about WEBA members, events, promotions and programs that affect the West End. WEBA also continues to publish a print version of its newsletter, distributed primarily at WEBA events.

**Programs:** Maureen presented a summary of the major events in 2016, including 11 Happy Hours (with attendance between 60-80 at each event), Quarterly Learning at Lunch programs with 15-25 attendees at each. This WEBA signature event: All Aboard Business Networking "3 Hour Tour" on the Potomac was very successful, creating public interest in WEBA. It was held on July 14th, in cooperation with the Potomac Riverboat Company. The estimated attendance was just over 100 attendees.

Outgoing board members were recognized by Stu Howard. Departing Board members included; Wendy Albert, Elias Faddoul, Jeff Peterson, Susan Shelton and Nancy Benjamin.

Allison Sillberg, the mayor of Alexandria spoke briefly about WEBA and its impact on the city. Maya Contreras from Planning and Zoning briefly spoke about some of the new and exciting things going on in Alexandria.

Stu Howard recognized the sponsors and thanked them, announced the upcoming events for January, then made closing remarks. Nancy Benjamin and Stu Howard emceed the door prize drawings. The meeting was adjourned by 9:11 a.m.

Minutes submitted by Susanne Waltemyer, WEBA Secretary