

**Papillion Downtown Business Association**  
**January 15, 2024**  
**Gina V Physical Therapy**  
**6:30pm**

- Membership dues were emailed out this morning and an invoice paper copy was mailed out as well for 2024 membership.
- Meetings – We will have full membership meetings on odd number months and committee meetings on even number months.
- DBA Calendar has been created and was passed around. It contains all of our major landmarks.
- The goal is to have oven event per quarter put on by committees.
- We discussed event ideas for 2024 and agreed we do not have the funds currently to hire a marketing person.
- There are 2 kinds of events, including events off site where we promote our business during a tradeshow, etc and events that bring people into our businesses.
- Michelle with the City of Papillion introduced herself and explained that she is on board to support our events, bring in new business, attract people out of state and has a broad knowledge of politics.
- We discussed our three committees:
  - Membership - Chair – Debbie Kippley
  - Events – Chair – Margaret White
  - Marketing – Lisa Gingerich

Please contact Joe Hunter if you are interested in joining one of the above committees at [jhunter@papillion.org](mailto:jhunter@papillion.org)

- We discussed using Facebook vs. Website for DBA marketing. How effective is our website? We discussed having a basic website but boosting our FB posts to get more traffic with each business. Joe will talk to Chris about getting out of our contract, etc.
- Facebook management has been updated.  
People authorized to be on the DBA Facebook page are Joe Hunter, Debbie Kippley, Kim Alhers, Gina Vanderheiden, and the mayor.
- Our Marketing committee will share each business's posts on our DBA FB page.
- Next Meeting is Monday, February 19<sup>th</sup> at 6:30pm. Place to be determined.