

**MINUTES**  
**SEDONA VILLAGE BUSINESS ASSOCIATION**  
**MEMBERS MEETING**  
**Wednesday, July 1, 2009 @ 4:30 PM**  
**HILTON SEDONA RESORT & SPA**

1. **Quorum.** According to the sign-up sheet passed around, there were 16 members present constituting a quorum.

2. **President's Report.** The meeting was called to order by Vice President Tim Byrne at 4:35 PM. The SVBA Board members and officers present were introduced as were the 4 guests present. The chair thanked Edgar Lozoya for hosting this month's meeting.

3. **Secretary's Report.** Secretary Tom Graham was not present. The chair asked for a motion to accept the Minutes of the June 3, 2009 Members' Meeting as distributed to the members by the Secretary. Upon motion duly made, seconded and unanimously passed, the June 3, 2009 Minutes of the Members' Meeting were adopted.

4. **Treasurer's Report.** A motion to table the Treasurer's report until the August meeting was duly adopted.

5. **Executive Director's Report.** Peter Gendron reported that the current SVBA membership was 34. Peter also reported on his participation in the July 4<sup>th</sup> event at Tequa co-sponsored by the SVBA. Finally, Peter indicated that the first SVBA Business Discount Flyer was a huge success for the participants.

6. **Guest Speaker.** Executive Director Peter Gendron introduced the guest speaker, Michele Conway from the Sedona/Oak Creek Chamber of Commerce. Ms. Conway made a Power Point presentation describing the 2009-2010 marketing campaign for the Sedona area developed by the Chamber. Highlights of the presentation included use of the AZ Republic, billboards, web site campaign, image campaign, target marketing, The "Spirit of Beauty" initiative, Sedona.com and Grand Canyon.com and the demographics of internet hits on the Chamber website. Thanks to Michele and the Chamber for an interesting and informative presentation.

7. **Announcements.** The floor was thrown open for announcements and numerous persons took the opportunity to announce upcoming events and opportunities to attend or participate in various activities.

8. **Next Meeting.** The next Members' meeting is scheduled for Wednesday, August 5, 2009 @ 4:30 PM. at the Hilton

9. **Adjournment.** Meeting duly adjourned @ 4:50 PM