

NEW Chairperson Notes & Action Plan

Jill Marsh – 1/6/2026

WHY JILL?

OUR MISSION

"The purpose of the Inlet Area Business Association (IABA) is to help improve the business economy in the Town of Inlet and the surrounding area, to act as a publicity bureau for the same, and to advance the business interests of said area... Businesses, professionals, and friends of the Inlet area business community are welcome."

Together, as the IABA, we will:

- Collaborate on issues and ideas that will help our individual businesses grow, and the Town of Inlet flourish.
- Take advantage of a support network of businesses that share common goals.
- Pool our resources to effectively bring visitors into our businesses for services, dining, leisure, and shopping.

FEEDBACK SUMMARY

- Inlet businesses need to be the primary focus. Uncover ways to create a deeper connection with Inlet area businesses.

Some Ideas:

- Agenda adds
- Highlight a Business a Month
- Stay & Play Packages
- Cross-promotional & Advertising opportunities
- Book of Menus
- Workshops and Programs geared toward our businesses
- Increase membership, participation, and meeting attendance
- Meetings should take place onsite at area businesses
- Manage the monthly meetings – see **Appendix A**.
 - Balance efficient meetings with valuable topics.

OVERALL IMMEDIATE ACTIONS

1. Meet with each Board member to gather feedback and a handle on immediate actions.
2. Study the IABA Constitution & Bylaws. Also, study Robert's Rules of Order.
3. Take ownership of the agenda. Review action items at each meeting. New process to collect meeting minutes.
4. Reach out to businesses and support organizations to present at each meeting.
5. Reach out to businesses for locations to hold meetings
6. Budget development – See **Appendix B** for Proposed Budget Development Process
7. Improve Communications
8. Attend Monthly CAA and/or Inlet Town Board Meetings
9. Ensure businesses know to get Adele open hours and other changes.

OTHER SHORT-TERM ACTIONS

1. Assist Janet with the Membership Action Plan presented in the December meeting.
2. Set up so I receive incoming emails to the IABA email address.
3. Work with Jane on access to the Bank Account
4. Budget Meeting and development
5. Discuss the tax process with Sharon Evans and Jane (501c3 annual renewal process.)
6. Research the possibility of offering free food/drink at meetings.
7. Create an action calendar for the year. (taxes, 501 status, annual budget development, officer vote, etc.)

LONGER-TERM ACTIONS

1. Address IABA Constitution & Bylaws (Last adopted May 2020.)
2. Propose additional agenda items/projects to benefit Inlet Businesses. Will ask for volunteers to own projects.

APPENDIX A

ARTICLE

Robert's Rules: Tips for the Chairperson when Conducting a Meeting

Robert's Rules of Order were developed to ensure that meetings are fair, efficient, democratic, and orderly. A skilled chairperson allows all members to voice their opinions in an orderly manner so that everyone in the meeting can hear and be heard. The following tips and reminders will help chairpersons run a successful and productive meeting without being run over or running over others.

- Follow the agenda to keep the group moving towards its goals.
- Let the group get to its work. Don't over command.
- Control the flow of the meeting by recognizing members who ask to speak.
- Let all members speak once before allowing anyone to speak a second time.
- When discussions get off-track, gently guide the group back to the agenda.
- Model courtesy and respect. Insist that others do the same.
- Help to develop the board's skills in the parliamentary procedures by properly using motions and points of order.
- Encourage members to present motions positively rather than negatively.
- Give each speaker your undivided attention.
- Keep the emotional pulse on the discussions.

APPENDIX B

2026 BUDGET DEVELOPMENT PROCESS PROPOSAL

			Proposed Date
Step 1	Development Budget Skeleton	Jill	
Step 2	Meet with Lynn & Jane to review the initial skeleton	MTG: Jill, Jane, Lynn	1/12
Step 3	Send Proposed Budget to Board for Input.	Jill	1/16
Step 4	Input from the board is due	Board	1/25
Step 5	Meet with the Executive Board to review the proposed budget	MTG: Exec Board	1/29
Step 6	Bring the proposed budget to the February meeting for a final vote on the budget. (Send out to members on 1/30 for review.)	Jill	2/3

NOTES:

- Jane to report on the status of the budget each month.
- IABA only. Gather a similar budget from the BFC committee.
- Once the budget is approved, expenditures approved on the budget do not need a vote to spend. Only additional spend not on budget will need a vote moving forward.