



Meeting Minutes

February 8, 2023

- Call to order:** by President Debbie Crawford 7:39 pm at *All About Hair*, Lewes.
- Minutes approved:** from 1/25/23 meeting: 1st Danny, 2nd June.
- Members Present:** Debbie Crawford, Danny Fisher, Fred Brandt, Apryl Parcher, June Betts, Tammy Cooney, Lauren Haggerty.
- Members Absent:** Deny Howeth, Stanley Silverblatt, Roger Anderson, Bill Quinn, Laura Wenteler, Wayne Eichler, Sheila Burek.
- Guests:** Ken Parcher, Milton Betts
- Referrals:** Danny > Roger. Debbie > Sheila, Roger, Tammy, Wayne. Lauren > Apryl. Fred > Danny. Lauren > Apryl, Stanley. Tammy > Debbie. Sheila > Danny.

Discussions:

1. **Money collection** for charity and/or you can write a check payable to CBN. Our first quarter charity is Clothing Our Kids. Lauren is our liaison. First meeting in April we can do a presentation/photo shoot. They asked for sneakers and zippered hoodies that are plain (no wording) from toddler to High School adult. Text Lauren if you can find these. One week's worth of clothing for a child in this charity is \$300.3
2. **Next Charity Ideas:** Someone mentioned Troop 7 may have a good contact, as they are working with organizations to keep kids off drugs.
3. **Marketing ideas:** Lauren & Fred Central DE business chamber in Dover, others...WRDE, radio WPOC, etc., ads in the Cape Gazette, Milton and Lewes Chambers, and Outbound Engine (software for auto-posting social media—Apryl to provide info). Check out The Women's Journal for Lauren who is in the fall and winter editions highlighting her business *Brainlove Neurotherapy*.
4. **Tonight's presentation:** Apryl's new Certification in the 72SOLD® Program—a new program just opened nationally from Arizona that allows listing agents to get more money for their clients' homes in a much shorter period of time. The program has consistently yielded 8.5% to 12% more for homes than the local MLS, exposing the optimum number of buyers to the home early,

creating a competitive environment with those buyers, and selling in 8 days or less. Anyone interested should call Apryl.

5. Chamber mixers are a great opportunity to meet, greet and share. **Remember: you must wear your Cape Business Network badge!**
6. **Invite a Caper to lunch** or coffee or happy hour to get to know them better and learn more about what constitutes a good referral for them. We had a happy hour last Wednesday at Shuckers on Rt 24 in Lewes—anyone interested in doing it again? Go to Nextdoor to give referrals!

Member Happenings:

- Friday 3/17 - Danny will be performing at Irish Eyes in Milton.
- June has CDs at 3.95% if anyone is interested!

Upcoming Meetings - *Please RSVP:*

- Wednesday 2/22/23 - 7:30am Troop 7.
- Wednesday 3/8/23 - 5:30pm Location TBD.
- Wednesday 3/22/23 - 7:30am Troop 7.
- Wednesday 4/5/23 - 5:30pm Location TBD.
- Wednesday 4/19/23 - 7:30am Troop 7.
- Wednesday 5/3/23 - 5:30pm Location TBD.
- Wednesday 5/17/23 - 7:30am Troop 7.
- Wednesday 5/31/23 - 5:30pm Location TBD.
- Wednesday 6/14/23 - 7:30am Troop 7.
- Wednesday 6/28/23 - 5:30pm Location TBD.

Local Happenings:

- **February 18:** 10AM-2PM Merchants' Attic @ Cape Henlopen High School.
- **May 5 – 7:** Rehoboth Beach & Dewey Beach Resort Area Spring Sidewalk Sale.
- **June 4 – 9:** Coastal Delaware Restaurant Week.
- **October 6 – 8:** Rehoboth Beach & Dewey Beach Resort Area Fall Sidewalk Sale.
- **October 27 – 29:** Sea Witch Festival.

Rehoboth Beach Chamber of Commerce Dates/Activities: (*Must wear your CBN badge*)

- **March 16:** 5 - 7 PM: RBDBCC Business After Hours at Starboard Restaurant
- **April 19:** 5 - 7 PM: RBDBCC Business After Hours at Thompson Island Brewing Company
- **May 10:** 5 - 7 PM: RBDBCC Business After Hours at Kiwi's Kove
- **June 15:** 5 - 7 PM: RBDBCC Business After Hours at Nassau Valley Vineyards w/ Special Guests from Barnhill Preserve
- **September 20:** 5 - 7 PM: RBDBCC Business After Hours at Above The Dunes
- **October 11:** 5 - 7 PM: RBDBCC Business After Hours at The Lighthouse Restaurant

Meeting Adjourned: 8:30 p.m.

Respectfully submitted,
Apryl Parcher
Co-Secretary