

**To: All Harrison Township Business Owners**  
**From: The Board of the Mullica Hill Merchants Association**  
**Re: Changes for 2018 Membership and Association Focus**

November 1, 2017

Greetings from the Board Members of the Mullica Hill Merchants Association.

2017 was a year of significant change in the business community of Mullica Hill. Among these changes were a number of new businesses coming to town and, unfortunately, several closing or departing. Richwood Center continues to suffer from delays but the vision of a new Hospital and professional buildings are quickly becoming reality!

2018 promises to continue the pace of change with liquor service/sales organizations coming on-line, PILOT program funded initiative continuing, planning for sidewalks from Mullica Hill West to Main Street, Bike Paths from Main Street to Clearview, PVS and beyond, and the continued planning around the Mill Rd and Rt. 45 bridge replacement projects.

It is in times of change that an association's Board must take a bold leadership position and assess the strengths, weaknesses, opportunities, and threats of/to the organization and challenge itself to make the necessary adjustments to contribute to growth and prosperity of its membership. The Board has taken the last few months to examine the changing landscape of the local business community, changes in the broader economic environment, and opportunities on the horizon.

Among the changes coming in 2018 is a name change for the organization. The Board has decided to change the name of the association to the **Mullica Hill Business Association**. This change comes as we focus the organization on several key goals in 2018. Namely:

- To expand the scope of enrollment in the Business Association and the engagement of members
- To create an association that is more inclusive of Professional and Services businesses
- To offer more value and opportunities for ALL businesses in the association through **Buy/Shop local campaigns**, Business to Business Discounts, expanded Brochure options (including coupons), and improved website SEO and content.
- To create engaging and dynamic events that draw year-round traffic to Mullica Hill to support Retail AND Service businesses; traffic that is both visitors and resident!

2018 will also mark the creation of an official, Board appointed, Director of Marketing and Communication and Director of Events positions. This position will assist the Board and Event Coordinators with creation of ad copy, publication selection for advertising, and will assist with the development of our Brochure. If you, or someone you know, would be interested in assisting the association and your fellow businesses owners please let us know.

We are also looking to partner more closely with the Township Economic Development Committee to provide input into their processes and ensure open, bi-directional, and timely communications of initiatives and goings on that might impact businesses within the township.

2018 will also mark a new approach to our membership drive, our brochure, advertising opportunities, a marked need for new and creative event ideas, and the people to help us execute them. To that extent you will notice a new "coupon" offering in the brochure and a 50% membership discount, free ad, and coupon for members who volunteer as an Event Coordinator.

As noted above, we want to build and encourage Buy/Shop Local programs. To that extent, we asking local businesses to support each other through business to business (B2B) preferred vendor arrangements. If you are willing to offer your fellow local businesses a discount on your products or services, we will post your business and "discount" on our preferred vendor page. The program is designed to build a stronger business community and foster increased sales. We are encouraging all types of businesses to consider participating, from Bookstores, HVAC, Personal Training, Antiques, Accounting, Legal, Restaurants, Heating Oil Delivery, to Plumbing and Electrical contractors. You name it we want to support each other.

We recognize that the biggest strength of the Mullica Hill Businesses community is its business owners. We are grateful for your active participation in our community, feedback and ideas for events and improving the business environment, and attendance at meetings to be part of discussions. We continue to need fresh ideas, fresh faces, and fresh legs (volunteers) to help out. We sincerely hope you will consider becoming more engaged even if it is joining as a member for the first time.

The Board invites ALL township business owners to our OPEN November and December meetings. We want you to participate in a review of the bylaws, nominations of Executive Board members, suggestions for event ideas for our 2018 calendar, and ideas for increasing the value proposition of the MHBA to its membership in the coming years.

We look forward to seeing you November 9<sup>th</sup>, 5:30, at the GCLS Mullica Hill Branch.

Sincerely,

Dave Tinney – President of the Board

TJ Coakley – Vice President of the Board

Donna Killeen –Secretary of the Board

Julie McLaughlin – Treasure of the Board