

NNBA Board Meeting Minutes – Strategic Planning

December 4th, 2025

Conference Call, Microsoft Teams, 8:00am

Attendees: Alex Job, Caleb Johnson, Matt Pommer, Isaac Burrous, Crystal Cady, Amanda Gardner, Allison Bradley, John & Souny Kennedy

Crystal Cady called the meeting to order at 8:03am.

Strategic Planning Meeting – led by John Kennedy

Boomerwrangle.com\NNBA is the website for all NNBA stuff related to strategic planning.

The Membership Survey was reviewed and discussed and feedback given. Highlights were:

- Alex was happy so many people participated and were constructive (87 member submissions)
- Caleb enjoyed the feedback on looking for clarity within the NNBA, and how to leverage and use our benefits for everyone.
- Isaac agreed with Alex and Caleb, stating he is really interested in how we communicate the true benefits that the NNBA offers their members.
- Overall themes of the survey were expanding programs & benefits, member engagement & participation, which was mostly positive overall, but would like to see streamlined administrative processes and communication.
- There are opposing views of investing in NNBA for things like training for members, versus yearly dividend refunds.
 - Matt mentioned that as small business owners, they are overall frugal – so we need to find out what the best return on their investment is.
- 26% of the survey-goers have been a part of the NNBA for 20+ years, which is impressive. While another 21% of the survey-goers have been a part of the NNBA for 3-5 years.
- 60% of the members have 5-19 employees, 33% have 20-99 employees.
- Over 75% of those that took part in the survey said that NNBA Meets for exceeds their expectations, with 19% saying expectations are partially met and there is some benefit – but not all. Only 1% said NNBA fell short of their expectations, or they got less value than they anticipated.

Souny, Ali and Crystal are working to categorize the vendors so we can look at discounts, terms, etc., prior to the vendor surveys going out. We won't just look at services/terms offered, but also communication and building relationships with our members. Crystal will send past 3 years' annual reports to John and Souny that show the data in numbers so they can get an idea of what we report for vendors/members such as how many vendors each member uses, dollars purchased, etc.

Isaac mentioned making sure we don't get to spread out with our priorities and to minimize the most important items.

The 4 Boulders that were decided on were:

- NNBA Member Profile
 - How big and how far should NNBA Grow?
 - Redefining member qualifications within the bylaws.

- Profitability and Value Proposition
 - Vendor Accountability
 - Competitive advantage of NNBA & how that translates to profitability for the members
 - B2B Services and Benchmarking
- Technology
 - ERP System for staff, members and vendors
 - How can we better communicate to our members and vendors? Easily and informatively.
- Networking/Community
 - Education
 - Networking Opportunities

Board members will review the boulders and decide who will take which one at the regular Board Meeting on December 9th, 2025.

A follow up meeting is scheduled for 12/30/25 at 8:30am with the subcommittee to review the boulders and come up with volunteers for each Boulder/Rocks.

Meeting ended at 9:37am.