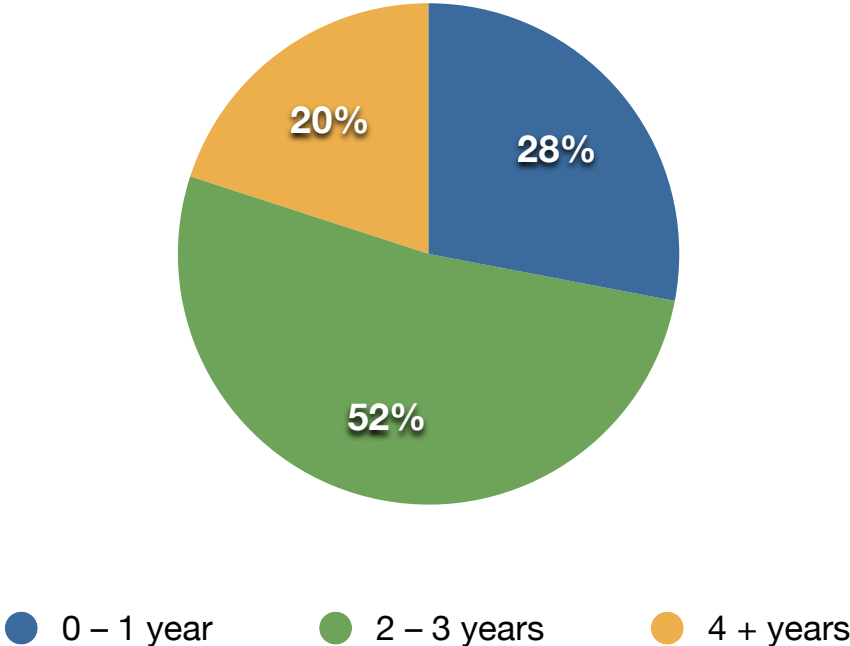


The survey was open from June 26th to July twelfth. It was announced that the survey was announced at the June Member Meeting. Individuals who are on the GSBA mailing list were notified of and asked to participate in the survey via e-mail and sent a reminder e-mail. The survey was also accessible via the GSBA website. Fifty individuals responded, completing the survey while it was open. The survey consisted of ten questions, two multiple choice enabled for more than one response per question, four Likert scale questions, three multiple choice with one response per question, one open-ended and four questions that offered an open-ended option.

Demographics of Respondents

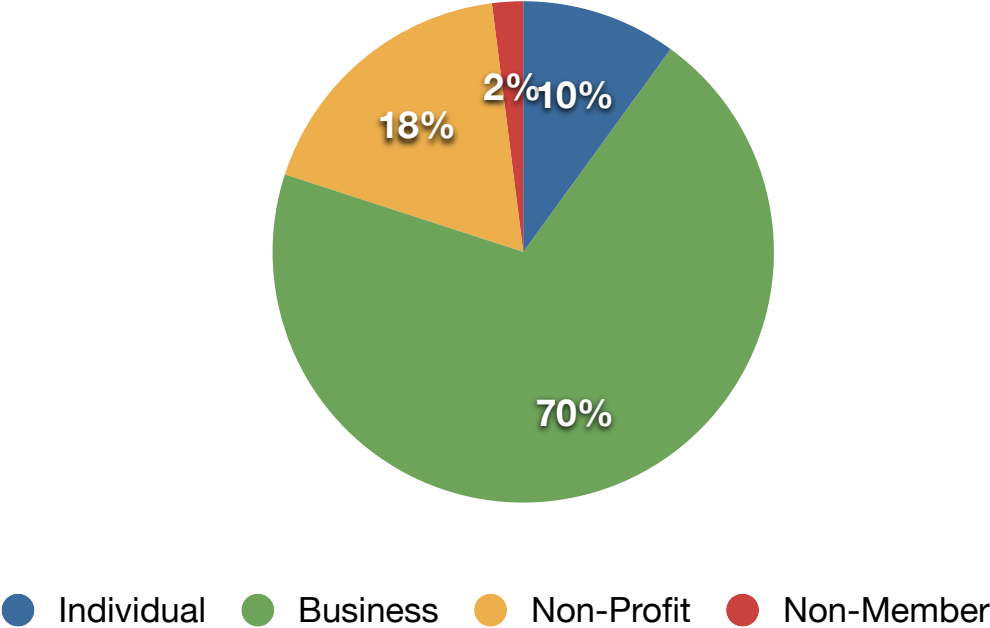
Question eight and nine determine the demographics of the respondents. Of the fifty responses fourteen respondents have been members of the GSBA for one year or less, twenty-six have been members of the GSBA for two-three years and ten respondents have been members of the GSBA for four years or more (see Chart 1).

Chart 1



The survey had respondents that represented all membership types that the GSBA offers. Of the fifty responses five were from individual members, thirty-five were from business members, nine were from non-profit members and one was from a non-member (see Chart 2).

Chart 2



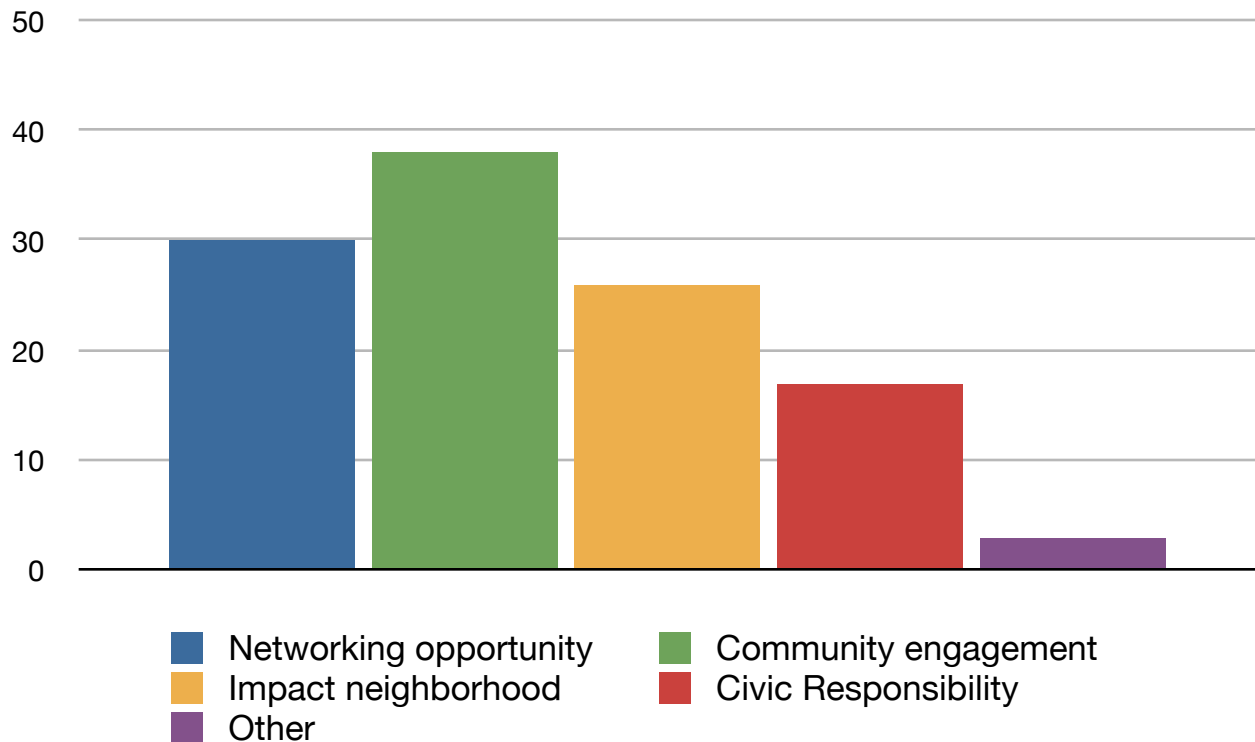
Results

Question one asked “What was your primary reason for becoming a member of the GSBA?” and told to choose up to three. Thirty-eight chose selected “community engagement”, thirty chose “networking opportunities”, twenty-six chose “desire to impact community”, seventeen chose “civic responsibility”, and three chose “other” (See Chart 3). Of the three who selected “other” two expanded on their answer:

“support friends”

“All the above esp to help improve the community in hopes to expand Southport and to spend more of my income with businesses that are part of GSBA which could give other GSBA members discounts. To also gain knowledge from community businesses in hopes to start my own business from learning from the experience within GSBA.”

Chart 3: Question One



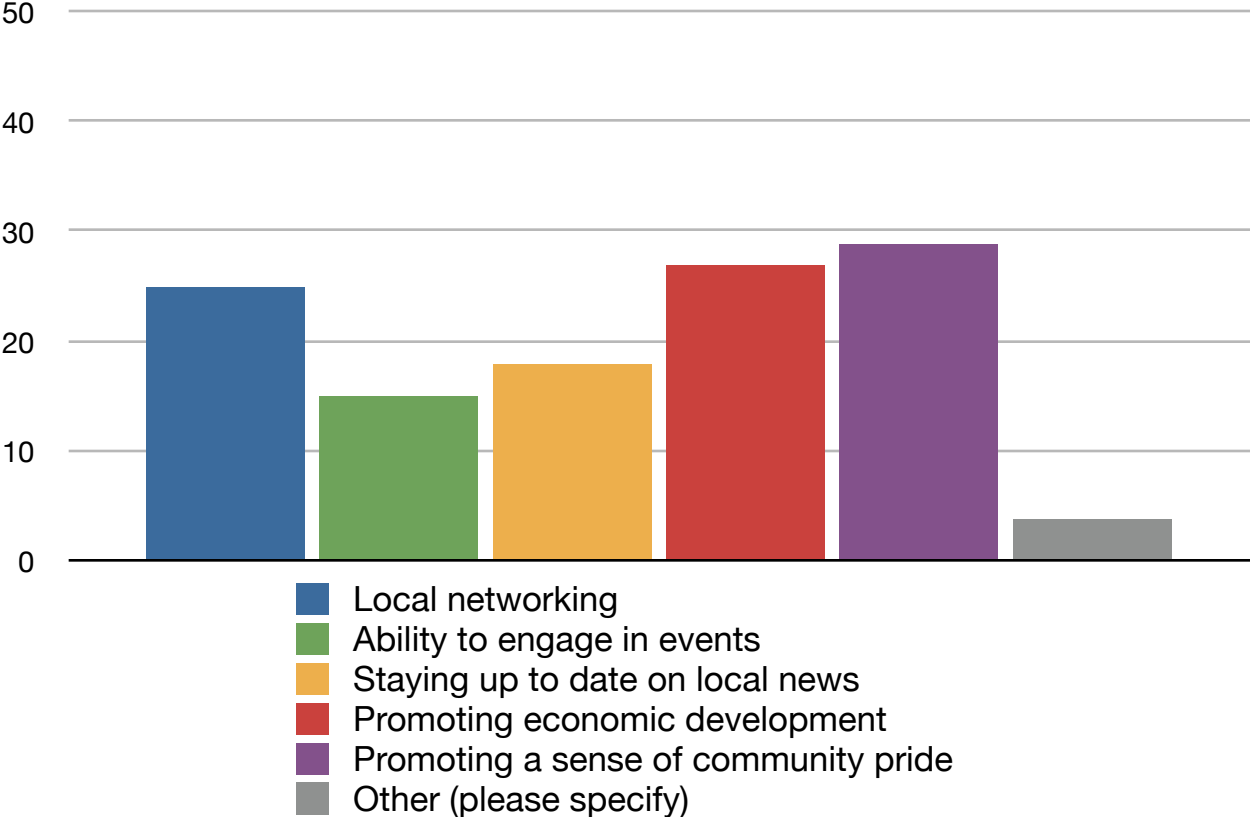
Question two asked “What do you find most rewarding about being a member?” and were able to select more than one response. Twenty-nine chose “Promoting a sense of community pride”, twenty-seven chose “Promoting economic development”, Twenty-five chose “Local networking”, eighteen chose “Staying up to date on local news”, fifteen chose “Ability to engage in events” and four chose other (See Chart Four). Of the four that chose other three expanded on their answer:

“meeting people in my neighborhood”

“Forming relationships in the community”

“All of the above. To get to know more of the people that own their own businesses and other members that have similar goals in mind for the city and surrounding cities. To be surrounded and knowledgeable by/of those citizens that enjoy doing more than being tax payers.”

Chart Four: Question Two



Question three asked “In your opinion, what is the effectiveness of the leaders in meeting the needs of the GSBA members?” Twenty-three chose “very effective”, twenty-two chose “effective”, three chose “neutral”, two choose “ineffective” and zero chose “very ineffective” (See Chart Five). Respondents were asked “If you feel there are areas for improvement please explain” there were eight written responses:

*"I like knowing more about the local business..... and haveing the oppotunity to
business with my community"*

*"focus on helping each other more, do small things not just wait for the big things to
happen"*

*"I know Joan really takes pride in GSBA and the Southport community and works very
hard."*

"We need to continut to branch out in our Southside community"

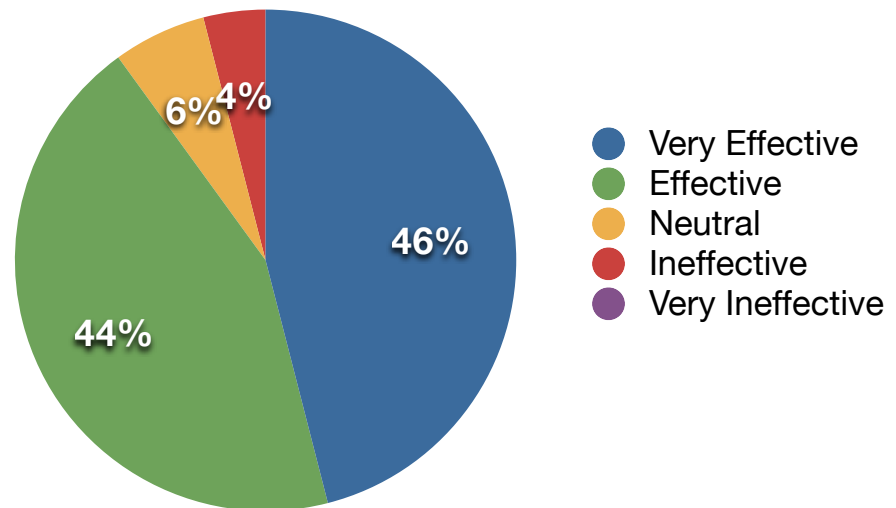
*"The committee chairman need the opportunity to report information on whats going in
their area of responsibility"*

*"Recruitment always as well as retention. Promote on a wider scale the importance with
both the features and benefits of being a member to all citizens/businesses within a 5
mile then maybe 10 mile radius. Put more of the events closer to Madison to attract
more people to also make the parade route longer. Maybe even host small events such
as cookouts (free hot dogs) at businesses that have been members for one year (on
their membership birthday). Rent out the lot at the Dollar General to host a carnival
(poor jack amusment) they give about 10% of ticket sales to the host. Overall GSBA is
amazing and getting better everyday esp. with the doing this survey, always listening,
and looking for ways to improve. We need to also attract the younger generation in
becoming members by recruiting at high schools with a day to set up tabels in each high
school. Electing one youth leader from each school Southport, Perry Meridian, and
Roncalli to assist in events, recruiting, etc. Also put the events on the school
announcements. Maybe host a fun costume dance come as your favorite teacher or
person at Southport HS cost is free to all GSBA members inc. feed everyone."*

“leaders work hard to promote belonging. Bigger attendance would be good.”

“Involving every business within Southport as well as businesses along the Madison Ave. corridor especially from Thompson south and business on Southport Road clear to Emerson. Joan does an awesome job and works soooo hard. I would like to see the organizational chart for the organization. Who are the other officers and committee chairmen? Every business in the town of Southport should be a member, and businesses along the Madison Ave. corridor to Thompson Road should be encouraged to join as well. I would like to see us work with the Miracle Mile leadership as well. Also businesses on Southport Road from Southport to Emerson to be encouraged to join.”

Chart Five: Leaders' Effectiveness



Question Four featured three Likert Scales that asked respondents satisfaction with three elements related to GSBA events, quantity, variety and organization. Respondents were asked to “Please select a statement that matches how you feel about events sponsored by the GSBA” and given three categories: number of events, variety of events and organization and enactment of events. In the first category “number of

events” twenty-three chose “very satisfied”, twenty-three chose “satisfied”, four chose “no opinion” and zero chose “dissatisfied” and “very dissatisfied” (See Chart Six). In the second category “variety of events” twenty-one chose “very satisfied”, twenty-two chose “satisfied”, two chose “no opinion”, two chose “dissatisfied” and zero chose “very dissatisfied” (See Chart Seven). In the third category “organization and enactment of events” twenty-five chose “very satisfied”, seventeen chose “satisfied”, six chose “no opinion”, one chose “dissatisfied” and zero chose “very dissatisfied” (See Chart Eight).

Chart Six: Number of Events

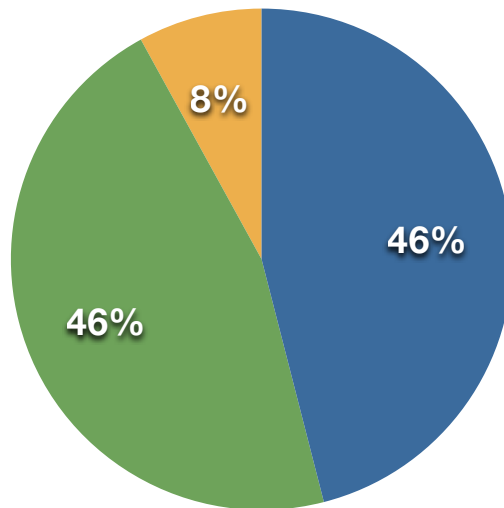


Chart Seven: Variety of Events

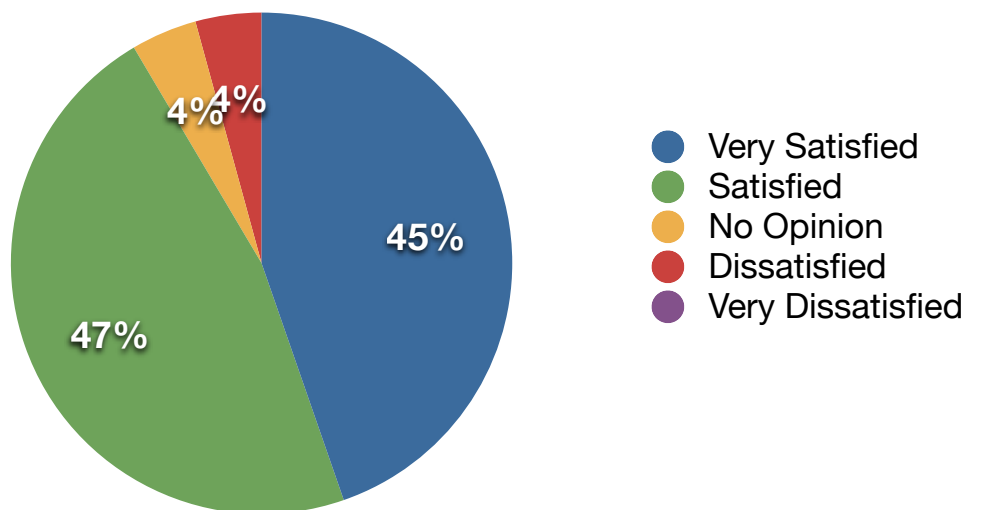
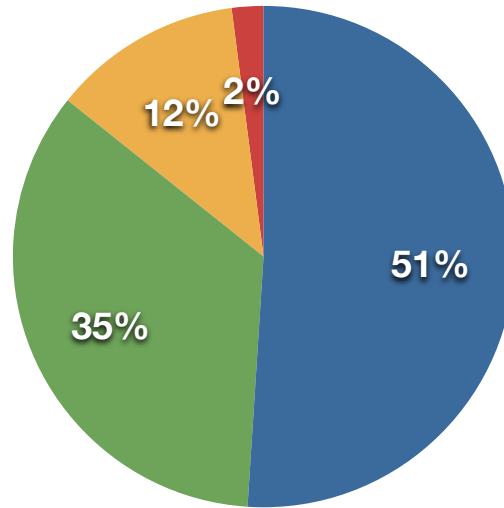
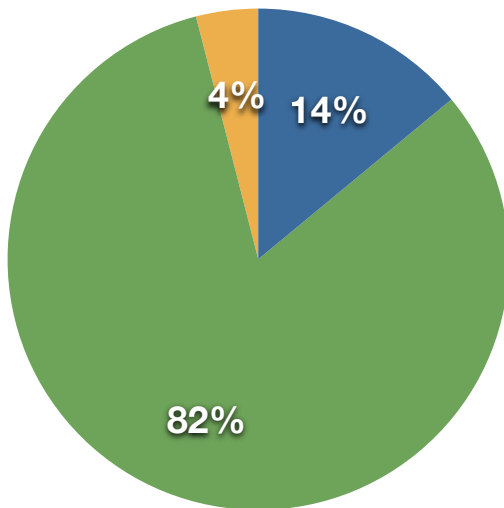


Chart Eight: Organization and enactment of event



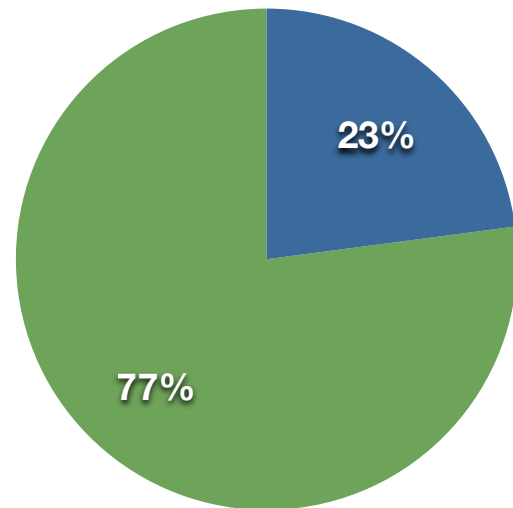
In **question five** respondents were asked to “Consider your answer to the previous question, please select a statement that matches how you feel about events sponsored by the GSBA” and given Likert scales in two categories “number of events” and “variety of events”. In the first category “number of events” seven chose “more” indicating that they would like a larger number of events, forty-one chose “happy with present state” and two chose “less” indicating that they would like a smaller number of events (See Chart Nine). In the second category “variety of events” eleven chose “more” indicating that they would like more variety, thirty-seven chose “satisfied with current state” and zero chose less (See Chart Ten).

Chart Nine: Number of Events



● More ● Satisfied ● Less

Chart Ten: Variety of Events



Question six featured two Likert Scales asking respondents to consider the following “Presently most of our events are located and focused on Southport. Please select the statement that best represents your opinion regarding the GSBA and Southport for each specific topic.” In the first category “GSBA event location” six chose “More Southport centered”, thirty-nine chose “happy with present state” and five chose “Less Southport centered” (See Chart Eleven). In the second category “partnership with city government” five chose “more Southport centered”, thirty-five chose “happy with present state” and four chose “less Southport centered” (See Chart Twelve).

Chart Eleven: event location

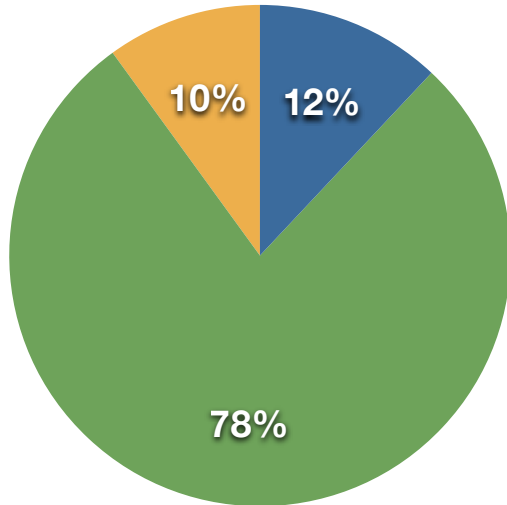
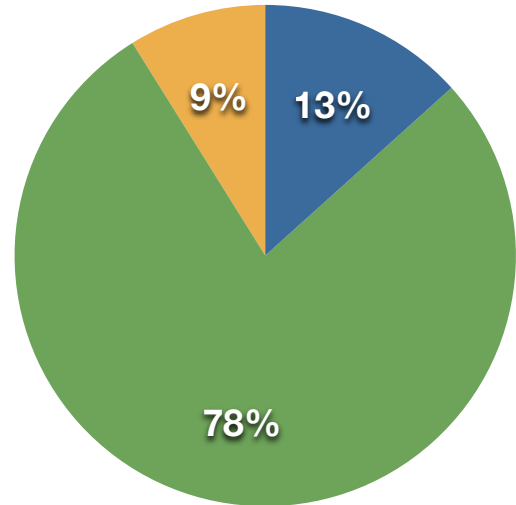


Chart Twelve: Partnership with city government



- More Southport Centered
- Happy with Present State
- Less Southport Centered

Question Seven asked “In your opinion, what issues are most important for the GSBA to address in the upcoming year?” Twenty-one chose “economic development”, twelve chose “promotion of member business”, seven chose “community building events”, five chose Educational events for members and/or community, Four chose “other”, three chose “Crime prevention” and two chose “Fundraising for area non-profits” (See Chart Thirteen). The four respondents that chose “other” wrote in responses:

“In regards to #6 maybe just 1 or 2 events per year at first to test out. The Masonic lodge field could also be used for things maybe to host the next taste of Southpor could be subtitled Soak in Southport to include shopping on their lawn. Vendors/Business could put up tents 2-3 days and citizens could walk around..., have a dunk tank \$1, lay around, listen to people paly music, check out local artist to include an invite for all 5-10 mile schools (art teachers to inform kids) in which people could purchase, ... #7 to include community building events and surrounding community. To help fill vacant

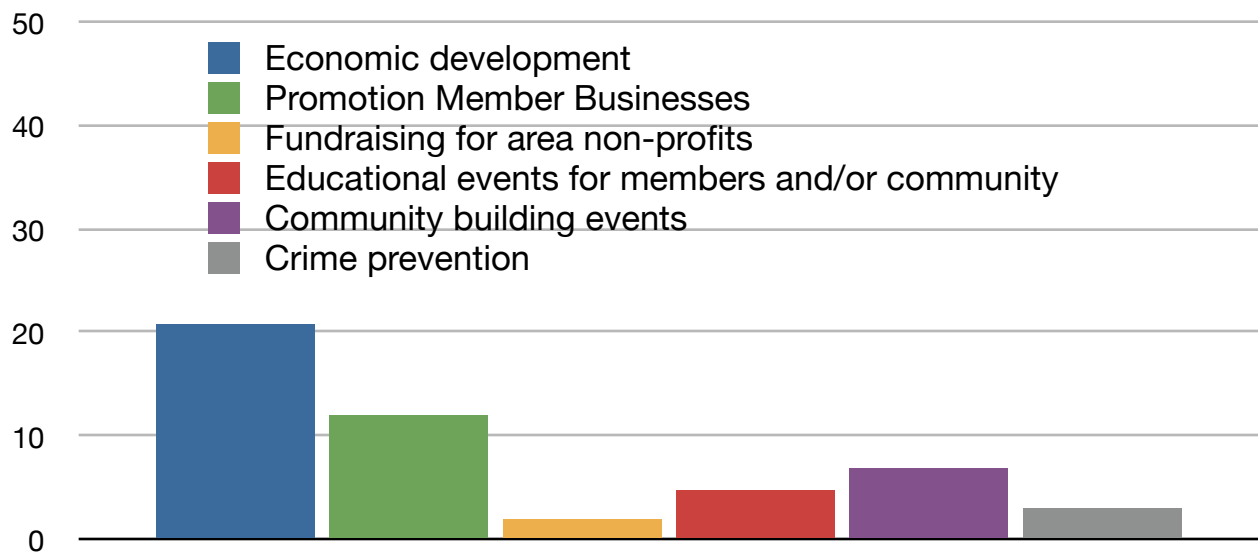
*offices, buildings, cut the grass of those that don't, help clean up near by communities
esp businesses.”*

“economic devel., educational events”

*“I believe that if the town of Southport itself would really tidy up and show improvement
in development the other things would fall into place.t”*

“do not let GSBA be used for political reasons”

Chart Thirteen: Question Nine



Questions eight and nine are discussed in the demographic section.

Question ten was open-ended asking “What suggestions or comments do you have to help improve the GSBA?” Seventeen wrote in a response the responses are as follows:

“Doing a great job”

“it feels more social than professional..... I believe you can have both and we do better with socialness, not so good with being or representing the professional.”

“Keep Joan Miller”

“Break off into groups and do Power Networking to get to know each other on a deeper level.”

“I would like to see a roster or list of membership in the newsletter. Aside from those who buys ad space, It would be nice to know who all the members are.”

“I am proud to be associated with GSBA and eager to help however I can. DWWantz”

“The opportunity to become the GSCA is very exciting”

“The presidency should delegate responsibilities and not be a dictator. Current and previous members should not be bad mouthed”

“It's a shame the Southport City Council is so dysfunctional. We could help them, but they have to want the help; which won't happen because they can't even help the city in spite of themselves.”

“Thank you so much for coming up with this survey. The leaders of GSBA are really amazing.

If you could call me 557-7931.

Thank you again, Rich

Richard Redell”

“I need to be more active, but schedule does not always permit it.”

“we need to get the city council to understand that the GSBA is good for every one!

THE CAPTAIN ROB B.”

“I would like to see one of our events be a wine-tasting / craft-type event that we once talked of. I liked the SHS All-Class reunion, and I think that could be combined with the wine-tasting type event.”

“Member participation could improve. Finding ways to help members promote their businesses more.”

“would like to see more outdoor events in the summer months. i feel this could be BIG money maker to everybody!”

“When the mayor controls the GSBA it will only benefit the mayor.

Right now the GSBA is a tool of the mayor..

Southport will be here after the mayor is gone.”

“None at this time”

Analysis

The survey results indicate that overall the members are happy with the current state of the GSBA and feel that the leaders do an effective job. The members are happy with the current number of events but would like to see more variety of events. It is indicated that the members would specifically like to see more events that promote networking amongst current members. It would be helpful to approach each new event possibility with the question “How does this fit with what the members are interested in?” For example, multiple members named a desire for networking within the GSBA and having events, such as a wine tasting or speed networking, that promote this.

The results also indicated that the members are most interested in promoting the following; community pride, member businesses, networking, and economic development while keeping the GSBA a non-political organization. Although the members affirm the leadership, they have also indicated that it would be helpful to have a more professional sense of decorum during meetings (i.e. avoiding speaking negatively about past and present members).

Members also made many requests for information that is already provided to them (i.e. Member list and list of chair people). Although we acknowledge this information is presently available online, that is only helpful if members know how to access it. It is clear that members need to be aware of the information available to them and how to access it. We suggest providing a direct link to this information on the monthly agenda page. Also, when new appointments to the board are made, providing their names and contact information to the members may be helpful.

Along with giving concrete data, this survey also helps us see underlying membership issues. When analyzing the comments and suggestions portion of the survey, there is a noticeable desire for more dialogue between the members and their governing board. Although it is clear that the members are comfortable with the continuation with the elective board having ultimate decision making power, they also express a want for their voices to be heard in regards to things such as types of events. We suggest possibly having two annual meetings. The first, a meeting to discuss possible new events, to add to the already established ones, and to hear feedback and suggestions from the members. The second meeting would be an opportunity for the board to respond to the suggestions and share with the members the direction of the GSBA for the upcoming year. Overall, the members seem to be looking for more of a voice for individuals not on the board and have a desire to stay informed on the decision making process as it happens.