

Mattawan Business Association
Main Street Pub; 12 pm
July 15, 2021

Call to order at unofficial 12:03 pm

Attendance: Linda, Joe, Angie, Brian, Kate – we do not have quorum - so unofficial

Approval of the Agenda: none to approve now

Approval of June 2021 Meeting minutes: move to next month

Treasurer's March-June Report: move to next month

New Business:

- Donuts for Senior Citizens Breakfasts
 - Carol is going to set this up for Monday/Tuesday/Thursday – will vote on a donation amount to donate from MBA during next meeting (6 dozen per week)
 - We can include this in the next email to the membership update to notify members and provide contacts in case they want to donate individually as well – sponsorship weekly or monthly
 - Angie will reach out to determine amount for sponsorship
- Pumpkin Trail Planning
 - Angie to secure Antwerp Township Hall (Oct 9th) – this has been secured
 - Brian- Mattawan Fire Dept, and Ralph Moyle in for vehicle displays, Approaching Ghost busters
 - Brian – present ideas for some vendors
 - Angie will ask about food truck contacts
 - Kate will send out a note to get interested parties in on an interim meeting – non-members are \$20 with remainder of the year membership
- Q3 newsletter – back to school; labor day – Kate will work on getting proof out by next week
 - Donations for senior citizens
 - Pumpkin Trail help requests
 - Reminder of Fall Appreciation Dinner
 - Bronze sponsorship for Mattawan 5K
 - Include information for businesses to hand out in the infield
 - Storefronts donation locations – Kate will reach out to them for info
 - Brian will reach out to West Main Meijer Management
 - Linda will see about doing an Amazon wish list for donations
 - Ribbon cuttings planning – Paw Paw Chamber will be there too
- Mattawan 5K sponsorship – will do an email vote for the board (Saturday August 7th)
 - Can send in the logo used for the golf outing
 - Will send it out for \$100

Updates on Old Business:

- Quarterly newsletter has been sent out
 - Has nomination form for Fall Appreciation Event
- Facebook posts: Start at end of July
 - Meet the Board
 - Meet the Membership with information from the Welcome packet
- Board Membership
 - Director/VP Updates
 - Member meeting:
 - Reschedule for fall

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- Facebook updates (July 13)
 - Page likes are up 200% (3 like) over the past 30 days
 - Post Reach is down 66% (485)
 - Post engagements are down 32% (100)

2021 Initiatives:

- Rugs – will table until Spring 2021
 - **Action item:** Angie will reach out to determine a few options as conditions stabilize. Angie will touch base with Kayla to see how many rugs we have and how many we would need to order.
 - Infuse Wellness
 - Mattawan Candy Co.
 - Skinny Kenny's BBQ
 - That Guy's Car Wash
 - Wildflower Salon
 - Bird dog
 - Fresh Start Cabinetry
 - Murray Street Brewery
 - Wildfire Grace
 - Happy Days Café
 - Dose of Sunshine Massage
 - Hallman Window Washing

Event Updates:

Fall Appreciation Event – November 4, 2021

Save the Dates for 2021 (hold for now):

Progressive dinner

Holiday Carnival

Business day at Market

Golf Outing

Sidewalk Sale and Garage Sale

Next Meeting: August 12th, noon, Main Street Pub

Adjournment: unofficially 12:46