

**Mattawan Business Association
Lunch Meeting @ Tavern 12:00 pm
December 11, 2019**

Call to order at 12:07 pm

Attendance: Angie, Kathy, Joe, Jenny, Linda, Kayla, Kate

Approval of the Agenda: Jenny motion, Linda second; motion carried.

Minutes of October 2019 Meetings and November 2019: Linda motioned to approve both sets of minutes which was seconded by Joe; motion carried.

Treasurer's Report: Linda reported the Treasurer's report through November 30, 2019, indicating that the majority of the negative net income was due to fall dinner.

Action item: Angie is going to check in with Mia. Mia has been working with Chinn Chinn on the pricing.

The Fresh Start Cabinetry store in Mattawan has submitted their application for joining the MBA.

Kayla motion to approve the report which was seconded by Joe; motion carried.

New Business:

- Membership Recruitment – Letter updated, make copies, get address list
 - **Action items:**
 - Angie will email the letter to our current members with application – Linda recommended using a different color envelope than white to draw attention
 - The discussion of going door to door and discussing MBA applications
 - Angie will do McGillan Plaza and Pilates
 - Kate will do Front Street
 - Joe and Jenny will talk with the opposite side of the highway (covering their respective sides of the road)
 - Kathy will meet with the corner around from the gym and the law office and Camp Pretty Lake
 - All members - feel free to meet with any other businesses
- New logo discussion/vote
 - Vote was for option 5 (blue font with yellow underline)



- Linda will ask that the icons are added back in to help with visualization and we will finalize a vote in January

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- Rugs-Schedule in January – if you are meeting with these businesses, please ask about dates that will work for them
 - Kayla will look at the number of actual rugs that are on hand to see if we need to order more
 - Fresh Start Cabinetry
 - Wildflower Salon
 - Hive Salon
 - Infuse
 - Bird dog
 - Mattawan Candy Co
- Board rules official vote
 - 2020 board vacancy discussion – discussed inviting Bonnie Stuit as a board member
 - 2020 board vote:
 - President – Angie Eubank
 - VP-Kathy Dideriksen
 - Treasurer – Linda Fruin
 - Secretary-Kate Hoevenaar
 - Board of Directors – Joe Torre, Jenny Huyck, Kayla Ranger Dean, Brenda Tortorelli, Bonnie Stuit
 - Motion by Kathy, second by Joe; motion carried
- Form committee heads
 - See save the dates below for members that are committee leads
 - Will vote/schedule these in January
 - Consider events that will help raise money
 - Raffle events (family size)
 - Host a 5K run (Kathy is open to heading this)
 - Golf outings
- Advertising Budget proposal from Ashley-**Table to January**
 - Angie will email Ashley to ask about potential discounts that could be offered to MBA members that would like print ads
 - Kathy recommended doing social media and ad boosts for a small cost

Save the Dates:

- Easter Egg Hunt and Carnival – April 11, 2020(Angie)
 - Jenny is going to order “prestuffed” eggs
 - Angie will reach out to Mattawan Candy Co. about finding a discounted source
- Pumpkin Trail October 10, 2020
- Fall Appreciation Dinner November 5, 2020
- Small Business Saturday November 28, 2020
- Christmas Community Carnival December 2020
- Home owner welcome
- Coffee groups
 - Consider having these themed or specific business targets
 - Kathy will reach out to Ryan about hosting these
- Networking event with Oshtemo and Paw Paw rotary – Angie to follow up

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- Social media/Facebook
 - Kathy will take a lead on this
- Website maintenance – Angie to work with Jason on constant communication with updating

Next Meeting: January 8th at noon at the Tavern.

Adjournment: Linda motioned to adjourn which was seconded by Jenny; motion carried and the meeting adjourned at 12:54 pm.