

Mattawan Business Association
Main Street Pub; 12 pm
August 12, 2021

Call to order at 12:02 Motioned Kayla, Joe second, Motion Carried

Attendance: Joe, Linda, Kayla, Kate, Angie, Brian, Bonnie, visitor: Ashley

Approval of the Agenda: Kayla motioned, Joe second, Motion Carried

Approval of June 2021 Meeting minutes: Joe motion, Kayla second, motion carried
July Unofficial

Treasurer's March-July Report: Kayla motion, Joe approved, motion carried

New Business:

- Donuts for Senior Citizens Breakfasts
 - Angie reached out: recommended sponsoring in the spring (currently has donations for 10 weeks) – will revisit in the spring
- Pumpkin Fest Planning – Angie, Brian, Kate, Stephanie
 - Disney Princesses and Princes theme
 - Miss Mattawan has also committed as well
 - Coffee at Happy Days at 8:30 on the 18th
 - Brian has started reaching out
- Q3 newsletter – back to school; labor day – Kate will work on getting proof out by next week
 - ~~Donations for senior citizens~~ – hold for now, see notes above
 - Pumpkin Fest 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
 - Change start date to after Labor Day and go for a month – will update with link on the SFS
 - Brian will reach out to West Main Meijer Management
 - Kate will send Linda the Supplies for Success Donation link
 - Ribbon cuttings planning – Paw Paw Chamber will be there too
- Ashley is with the Community Connection – looking at expanding to other areas as well
 - Distribution is to 1100 homes in Van Buren County
 - Could utilize space to discuss upcoming events, etc.
 - Can discuss spaces and costs at a later date

Updates on Old Business:

- Mattawan 5K sponsorship - complete
- Facebook posts: Start at end of July
 - Meet the Board – please send information to Kate by the 20th please
 - Meet the Membership with information from the Welcome packet
- Board Membership
 - Director/VP Updates
 - Brian McMullen will be joining us a director
 - Bonnie motioned, Linda second, motion carried
 - Member meeting:
 - Reschedule for fall-need a date – will ask Jenny for dates that work
- Facebook updates (July 13)

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- 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 September 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.
 - Linda motioned to order 1 box (typically 12/box), Bonnie second, motion carried
 - Update colors to blue rug with gold writing-Kayla will ask for a mock up and mail it out to make sure it works
 - 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
 - Moonstyle Salon

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: September 16, noon, Main Street Pub

Adjournment: Linda motion, Kayla second, motion carried