

**Mattawan Business Association**  
**Mattawan Park; 12 pm**  
**June 17, 2021**

**Call to order at 12:02 pm** – Joe motion, Bonnie second, motion carried

**Attendance:** Bonnie, Brian M, Kate, Angie, Joe, Jenny

**Approval of the Agenda:** Bonnie motion, Joe second, motion carried

**Approval of May 2021 Meeting minutes:** Joe motion, Bonnie second, motion carried

**Treasurer's March-May Report:** Will approve/present next month

**New Business:**

- Guest Mandy Murphy from Allegra Printing and Marketing
  - Will invite to next meeting or after
- Carol Chop for senior citizen activities
  - MBA members to sponsor some of the supplies
  - We will need an estimate for costs
  - Will send out information to the MBA for more information
- Dragonfly 10<sup>th</sup> anniversary (July 17<sup>th</sup> from 10-4pm) – looking to provide flowers with an invite to the celebration – will include in an update email to the association
- Guest Brian M from CR – works as a buyer
  - Is a small business committee member to try to include more small businesses into our processes, etc.
  - Kate will send the membership list to Brian so he can reach out for more information
- YMCA in the community update
- Mattawan Bucks – will get some survey questions together
- Quarterly newsletter has been sent out
  - Has nomination form for Fall Appreciation Event
  - Hall has been secured for November 4<sup>th</sup>
- Consider a new membership drive/initiative for next year to help post-COVID
- Kate reach out to MPEF to see about helping with the Wildcat Run

**Updates on Old Business:**

- Facebook scavenger hunt – spring event – limited responses
  - Will look at expanding to Google for advertising
  - Reach out to Jason for website optimization
  - Reach out to Mattawan and area schools to see if there are any business optimization/marketing courses that could help us
  - Will roll the prizes over to the fall appreciation event
- Facebook posts: Start at end of July
  - Meet the Board
  - Meet the Membership with information from the Welcome packet
    - Please reach out to your businesses for information/update
- Board Membership
  - Director/VP Updates
  - Member meeting:
    - Reschedule for fall in August/September at the Mattawan Market
- Membership Reminder (added businesses that are not board members)
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<b>Business</b>	<b>Board Member</b>
Finkanie	Angie
Recast church	Angie
Berchiatti Homes	Angie
Infuse Wellness	Angie
Dose of Sunshine Massage	Jenny
Fresh Start Cabinetry	Jenny
Ralph Moyle	Kayla
Schultz Fruitridge Farms	Kate
Hallman Window Washing	Kate
Wagoners	Kate
Shades of Lavender	Kate
Mattawan Mechanical	Bonnie
Mattawan Landscaping	Bonnie

- Facebook updates (June 15)
  - Page likes are down 50% (1 like) over the past 30 days
  - Post Reach is down 17% (1416)
  - Post engagements are down 38% (146)

**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. – looking for a noon during the week
    - 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:**

Pumpkin Trail – October 9<sup>th</sup> (10a-1p) location TBD – in person event – Kate will put out a call for committee members~consider multiple options for participation (before the day scavenger hunt/Haunting Passport and a day event) – drawing based on completed cards – possibly check with businesses for pumpkin sales outside of businesses; potential pet adoption  
 Engage schools for potential interactions (pumpkin launchers, robotics, etc)

Fall Appreciation Event – November 4,2021

**Save the Dates for 2021 (hold for now):**

Progressive dinner  
 Holiday Carnival

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Business day at Market  
Sidewalk Sale and Garage Sale

**Next Meeting:** July 15, noon, Mattawan Park

**Adjournment:** Joe motion, Bonnie second, motion carried