

Mattawan Business Association
Zoom Meeting; 3:30 pm
January 14, 2021

Call to order at 3:30pm Linda motioned, Joe second, motion carried

Attendance: Kayla, Bonnie, Kate, Joe, Linda, Angie

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

Approval of December 2020 Meeting minutes: Kayla motion, Linda second, Motion Carried

Treasurer's December Report and Year End: Linda is going to reach out to United Bay and will amend date at the top of print out

Bonnie motion to approve, Joe second, Motion Carried

New Business:

- Board Membership
 - 2 open positions Update – No updates due to no responses at this point
 - Will invite Jamie Hallman and Robyn Schultz to next meeting so they can get to know the board
- Membership Recruitment Update
 - Could we reach out to Texas Corners? Linda for bylaw review update
 - Per the bylaws, we should stay within Antwerp Township
 - Current businesses that have done their membership applications:
 - Recast church
 - Calvary Reformed Church
 - Mattawan Chiropractic Clinic
 - Schultz Fruitridge Farms
 - Shades of Lavender
 - Jaqua Realtor/Linda
 - Berchiatti Homes (new)
 - Wagoners (new)
 - Mattawan Landscaping (new)
 - Hallman Window Washing (new)
- Membership welcome packet for businesses-would like to move forward with exploring – Kate will draft and send to the board for approvals
 - Mattawan Member Directory – should we look at a page promotion in the next Directory that MM puts out?
 - Notice of availability for event promotion on MBA website and FB page and email blast
 - Proud member of the MBA sticker
 - Stickermule pricing is MUCH better – 5"x5" vinyl cling is \$81 for 50 stickers
 - Vote to order will be through email
 - Add "Proud Member of" to MBA logo and "Supporting Business and Community Growth"
 - Newsletter
 - Review draft – goal to send in Feb.
 - Membership information, discounts, etc.
 - Get to know the board information

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Updates on Old Business:

- Mattawan Bucks – will set up subcommittee meeting to move forward
 - Idea was to support increasing businesses to our local businesses similar to the Paw Paw version
 - Could use like a value discount card?
 - Bonnie would like to research it more to get more details
 - **Subcommittee: Angie, Bonnie, Kate, Jenny**
- Website update – will update monthly; do a big update in March with all new members then will plan to update monthly from there
- Facebook updates (November)
 - Page likes are up by 275% (30 likes) over the past 30 days
 - Post Reach is up 79% (19,000)
 - Post engagements are up 212% (2043)

2021 Initiatives:

- Virtual 5K Run – could we plan a virtual holiday run and maybe do something like a portion of the donations would go to a charity and it would also be a fund raiser for the MBA?
 - Look at this for a spring event-looking at a health event
 - Run through RunSignUp
 - Could we partner with someone? Reach out to MPEF to do a collective committee?
 - Will this be a organization that we are supporting or a revenue creating event or a balance between the two?
 - Bonnie will reach out to Mattawan Pantry and Kate will reach out to Elaina to discuss their steps
 - Shooting for a May/June activity date
- Discussion on new approaches or ideas for demonstrating value of MBA membership during COVID timelines
 - Work on adding this information to a survey
 - Consider adding a social gathering for MBA members for ideas and how to support them – consider a zoom line event
 - **Action item:** Angie will reach out to Oshtemo and Paw Paw Rotary clubs to see if we can do a virtual event together – no responses
- Rugs – will table until Spring 2021
 - **Action item:** Angie will reach out to determine a few options as conditions stabilize.
 - Infuse, Mattawan Candy Co., Skinny Kenny's BBQ, Bigbys, The Car Wash
 - Wildflower Salon, Hive Salon, Bird dog, Fresh Start Cabinetry
 - Murray Street Brewery and Wildfire Grace
 - Happy Days Café

Event Updates:

- **March 27th for a drive up Easter Egg hand out**
 - We will donate eggs to the event
 - Put an email out to members for donations to collect and give to Carol to pass out

Save the Dates for 2021 (hold for now):

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Easter Egg Hunt and Carnival (see above)

Pumpkin Trail

Progressive dinner

Fall Appreciation Dinner

Holiday Carnival

Business day at Market

Golf Outing

Sidewalk Sale and Garage Sale

Next Meeting: February 11 at 3:30pm via Zoom (invite has been sent)

Adjournment: Motioned by Linda, Bonnie second, Motion carried