

Mattawan Business Association
Lunch Meeting in the Park; 12:00 pm
July 8, 2020

Call to order at 12:02pm motioned by Bonnie, second by Kate

Attendance: Angie, Brenda, Bonnie, Jenny, Joe, Kate, Linda

Approval of the Agenda: motioned by Jenny, Bonnie and Joe second; motion carried

Minutes of February 2020 Meeting minutes: Joe motion to approve, Bonnie second; motion carried

Minutes of April 2020 unofficial meeting minutes: Bonnie motion to approve, Joe second; motion carried

Treasurer's April/May/June Report: Jenny motioned approval; Joe second; motion carried

- Will leave the money market funds until Feb 2021 – will leave it here until it matures then reevaluate
- No deposits, website is only expense
- Will have an expense of insurance coming soon

New Business:

- Consider redistributing Easter egg candy to Pumpkin Trail and Holiday Carnival
- Chocolate candy carrots to redistribute to Pumpkin Trail – stuffed eggs and other candies to hold on to onto next year
 - **Action item:** Angie will follow up with Lindsay about the candy

Updates on Old Business:

- Membership Recruitment Update
 - Bonnie is reaching out to Happy Days Café for their membership
 - Reduced rate or complimentary memberships for discussion points
 - Vote on a prorated approach for those joining later in the year (\$5/month for the rest of the year)
 - Joe motioned; Bonnie second; motion carried
- Linda has a contact that will help with Non-profits to help with marketing, etc.
 - Getting Alex involved – unsure of where they are going with this – we can always reach out
- Rugs-table until May/June
 - Will need Kayla for reordering (update with logo)
 - **Action item:** Angie will reach out to July to determine a few options.
 - Infuse, Mattawan Candy Co.
 - Wildflower Salon, Hive Salon, Bird dog, Fresh Start Cabinetry
 - Murray Street Brewery and Wildfire Grace
 - Happy Days Café as well
- Jenny suggested looking at how we can market our benefit to new members when we don't have the community events – **consider for next meeting**
 - Other groups are doing Paw Paw Bucks – could we do something like this?
 - Consider different approaches and any ideas
- Facebook updates
 - Send list of members to look at website visits
 - Share members business info

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- Resume Winston
- Business Monday Motivation Moment – win a gift card
- Virtual auction advertising for donations
- Consider a Like/Share/Comment style ad – may consider boosting for \$5-10
 - Could ask for donations
- Send a welcome letter to new super-intendent
 - **Action item:** Angie will send an email invite and welcome
 - Will include all board members on the email as well
- Fund raising ideas – table to the May/June Meeting
 - Raffle events (family size)
 - Potentially piggy back off another event-consider a 50/50 raffle – maybe the progressive dinner or 5K run
 - Host a 5K run
 - **Action item:**
 - Veterans group was wondering about hosting an event together
 - Kate will invite Rick to the next meeting to discuss the Turkey Trot
 - Consider discussing with MPFA to use a similar route
 - Golf outings – does anyone know how to do this or know anyone that does?

Upcoming events:

- Pumpkin Trail October 17, 2020 – Kate
 - Antwerp community center is confirmed (10-2)
 - Just need a list of membership to start advertising
 - May need door monitor and hand sanitizer – consider mask needs and such
 - Theme: **Books**
 - **Action items:**
 - Will check with township for their requirements – **Kate will follow up**
 - **Linda** will check with insurance for any liabilities for the event
- Fall Appreciation Dinner November 5, 2020 – Joe, Kayla and Angie will co-head
 - Will fall under the township rules – will hold to see what requirements there are
- Small Business Saturday November 28, 2020 – Jenny will do this
- Christmas Community Carnival December 2020 – Kayla will do this
- Market starts Wednesdays (3-7 pm) in May – going well
 - **Action item:** Could we do a business day? Jenny will check on summer schedule to see what days are available. – this is on hold until COVID is more under control

Save the Dates (hold for now):

- **Action item:** Progressive dinner update – Jenny
- **Action item (table until school starts again):** Art hop update - Joe
- **Action item:** Networking event with Oshtemo and Paw Paw rotary – Angie

Next Meeting: August 12 at noon location is TBD.

Adjournment: Bonnie motioned; Joe second; motion carried. Time is 12:39 pm