

Marietta Area Business Association MEETING MINUTES



Regular Board Meeting

April 10, 2019, 8:30am – 10:30am

Premier Linens Co., Conference Room

Attendees (absentees noted in *italics*):

Bev Kreider, President
 Scott Barrows, Vice President
 Sarah Barrows, Secretary
 Bob Heiserman, Treasurer

Audrey Kushner, Board Member
 Abby Ulrich, Board Member
 Eric Miller, Board Member
 Tammy Weidman, Board Member

*Note: [Hyperlinks](#) within minutes link to documents shared at the meeting.

Executive Summary

MOTIONS

Motions	1st	2nd	Vote*	Impact
Motion to approve March 2019 regular board meeting minutes.	Bob	Abby	Aye: 5 Nay: 0 Motion Carries	N/A
Motion to approve the April 10, 2019 Treasurer's Report.	Scott	Sarah	Aye: 5 Nay: 0 Motion Carries	N/A
Motion to give \$100 donation to Marietta Fireworks	Scott	Bob	Aye: 5 Nay: 0 Motion Carries	Board needs to develop a process for giving donations - who, how much, how often
Motion to donate \$100 to Community House for use of the property for the Artisan's Corner at Marietta Day	Sarah	Abby	Aye: 5 Nay: 0 Motion Carries	N/A; need to evaluate donation requirements in the future should MABA file for 501c3 status
Motion to approve MABA Admin to create and schedule Facebook posts leading up to Marietta Day	Sarah	Bob	Aye: 5 Nay: 0 Motion Carries	Some funding may be required; funds should come from \$400 budget given to Marietta Day committee for signage
Motion to approve Sarah to submit Marietta Day to Central PA Business Journal (CPBJ) '10 Things to Do This Weekend' e-Blast	Sarah	Abby	Aye: 5 Nay: 0 Motion Carries	Publication is free but is not guaranteed
Motion to approve Beautification Committee plan for planter project.	Scott	Abby	Aye: 5 Nay: 0 Motion Carries	N/A
Motion to approve MABA Admin to send reminder emails for April Member Meeting	Bob	Abby	Aye: 5 Nay: 0 Motion Carries	N/A

Motion to share MABA contact list with Dave Haneman for purpose of distributing information on the plaque project - Abby, Bob (2nd) - All approve; motion carries	Abby	Bob	Aye: 5 Nay: 0 Motion Carries	N/A
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*Voting may take place when a quorum is present; MABA bylaws define a quorum as a simple majority of board members.

ACTION ITEMS

Action Items	Responsible	Due Date
Finalize April Member Meeting Agenda	Scott	April 12
Pull together slides for April Member Meeting	Sarah & Bev	April 16
Submit Marietta Day event to CPBJ '10 Things to Do This Weekend'	Sarah	April 26
Create and schedule Marietta Day social media posts; promote event with boost funded by Marietta Day Committee sign budget	MABA Admin	April 29
Finalize Marietta Day Passport, produce, and distribute to stops; package to include passports, signage, stamp, ink, and directions	Sarah	May 9
Construct mini-carnival games	Sarah & Abby	May 9
Design and produce MABA handout and adult coupon prizes	Sarah	May 9
Reach out to Marietta Fireworks to see if there are sponsorship levels/ packages for 2019	Abby	June 5
Develop and produce signs for Marietta Day (e.g. Artisan's Corner)	Bob, Brittany	May 9
Draft letter to banks giving Bob permission to close/ open MABA accounts on behalf of MABA	Sarah	June 5
Close MABA accounts and open new accounts at Northwest Bank - Marietta Branch	Bob	End of June

KEY DATES

Date & Time	Event	Location
Wednesday, April 17 @4:30pm	MABA Spring Member Meeting	Perry Street Cellar

Tuesday, April 30 @ 7:00pm	Beautification Committee Meeting	First National Escape
Saturday, May 11	Marietta Day	Marietta, PA
Wednesday, June 5 @ 8:30am	Regular Board Meeting	Premier Linens Co.
Saturday, July 6	Historic Marietta Bike Race & Marietta Fireworks	Marietta, PA

Detailed Meeting Minutes

- Meeting called to order (Bev) - [Agenda](#)
- Review and Approve [March 19 Meeting Minutes](#) (Bev)
Motion to approve March 19 meeting minutes – Bob, Abby (2nd)- All approve; motion carries
- Officer Reports: Treasury (Bob) - [April 10, 2019 Treasurer's Report](#)
 - Checking Starting Balance (03/19/19): \$11,738.87
 - Credits: \$1,894.25 (Marietta Day applications, Dues, Donegal Rotary Funds for Beautification)
 - Debits: \$1,548.46 (Transfer Donegal Rotary Funds to Beautification, Portable Toilets for Marietta Day, MABA Admin Fee)
 - Ending Balance: \$12,084.66
 - Savings Balance (04/19/19): \$6,586.70 (no transactions; \$0.06 interest earned)
 - Beautification Committee Balance (03/19/19): \$12.55
 - Credits: \$500 (Donegal Rotary)
 - Debits: \$0
 - Ending Balance: \$512.55

Motion to approve the April 10, 2019 Treasurer's Report – Scott, Sarah(2nd)- All approve; motion carries

- MABA Bank Accounts - Sarah to write a letter to banks on MABA letterhead giving Bob permission to close/ open accounts on behalf of MABA; needs to be signed by MABA board with one letter for current bank and one letter for new bank (Northwest Bank)
- Donation Solicitations
 - Donation requests have been received from Milkanof-Schock Library and Community; MABA typically receives about 5-6 requests a year and has given to Marietta Memorial Day parade and Marietta Fireworks
 - Table discussion and add to June agenda to discuss and develop a plan to handle donation requests
 - Abby to check with Marietta Fireworks to see if there are sponsorship packages/ levels

Motion to donate \$100 to Marietta Fireworks - Scott, Bob (2nd) - All approve; motion carries

- Reports of Special Committees
 - Marietta Day Committee (Bob)

- Community House requires a donation for use of the property on Marietta Day for the Artisan's Corner

Motion to donate \$100 to Community House for use of the property for Artisan's Corner on Marietta Day - Sarah, Abby (2nd) - All approve; motion carries

- Moving forward, MABA may need to give a portion of the proceeds to Community House (as 501c3 status a certain % of profit should be given as a donation)
 - Should discuss MABA 501c3 application - table for later board meeting
- o Economic Committee (Sarah) - Working on projects approved for Marietta Day activation
- Marietta Day Passport Program
 1. Finalizing stops; will create a sign-up sheet for April member meeting for businesses to sign-up to be a stop
 2. Current stop list includes: artisan at Artisan's Corner, Our Marietta booth, Lancaster Recumbent, For the Love of Dog
 - Mini-Carnival
 1. Four games (Ring Bottle Toss, Plinko, Wiffle Ball Toss, Lucky Duck)
 2. Finalizing design of MABA handout based on paid 2019 members
 3. Create sign-up sheet businesses to opt-in to be an adult coupon prize at the mini-carnival; Sarah to develop coupons for each participating business
 - Advertising
 1. Create and schedule posts for and leading up to Marietta Day - posts should promote passport program, mini-Carnival, and general festivities (Brittany will handle specific posts for Artisan's Corner/ Farmer's Market)
 2. Look for free/ low cost advertising opportunities to promote the event - CPBJ '10 Things' Weekend E-blast, local merchandisers/ newspapers
 3. Marietta Day committee to provide budget from allocated \$400 approved by board for social media posts/ promotion

Motion to approve MABA Admin to create and schedule Facebook posts leading up to Marietta Day - Sarah, Bob (2nd) - All approve; motion carries

Motion to approve Sarah to submit write-up of Marietta Day to CPBJ '10 Things to do This Weekend' - Sarah, Abby (2nd) - All approve; motion carries

- o Beautification Committee ([Meeting Notes](#))
- Committee would like to move forward with an 'Adopt-a-Planter' program where residents/ businesses would sponsor a planter; cost to be finalized but would include planter, plants/ flowers, soil, and care (watering, pruning, etc). MABA admin to help develop flyer and social media posts to promote.
 - Planter Seminar by Marietta's own Ronn and John on Saturday, May 4th - seminar will provide tips and tricks for designing, planting, and caring for planters and promote the 'Adopt-a-Planter' program
 - Sources of Income

1. Marcus Snow will work on developing and distributing letters to solicit donations for the beautification committee
 2. Ronn & John agreed to hold gardening lectures several times a year for a fee that would help benefit the beautification committee
- Next Beautification Committee Meeting - Tuesday, April 30 @ 7pm at First National Escape

Motion to approve Beautification Committee plan and budget - Scott, Abby (2nd) - All approve; motion carries

o [MABA Admin Report](#)

- Continue to work through interim process upgrading from 'paper' system to digital system for dues collections
- Ongoing monitoring of Facebook page; responding to Marietta Day inquiries
- Ongoing monitoring of MABA gmail account
- Promote Marietta Day on Facebook - as of 04/09/19
 1. 239 'Going'
 2. 2,900 'Interested'
 3. 982 event page views
 4. 41,100 reach (88% women)
- Monitor Artisan's Corner event - as of 04/09/19
 1. 13 'Going'
 2. 78 'Interested'
 3. 3,500 reach (75% women)
- Created MailChimp account - more work needed to tag mail list (divide into subgroups for more effective communications; would require a few hours)
- Membership Renewal Email - 21 business members + Community House year to date; 20 - 2018 members have not renewed
- Google Analytics - ongoing work as interaction with Wix site isn't standard; too early for results
- April Member Meeting - 10 RSVPs to date; reminder for event going out 04/10/19
- In order to pursue free PR for Marietta Day, MABA admin will write-up a press release

Motion to approve MABA admin to send reminder emails for April Member Meeting - Bob, Tammy (2nd) - All approve; motion carries

• Special Orders - Planning for April Member Meeting

- o Use bar/ tables for sign-ups
 - Marietta Day Volunteers
 - Mini-Carnival Volunteers
 - Adult Prize Coupons
 - Passport Stops
 - Adopt-a-Planter Program
 - Committee Sign-ups: Economic, Social, Beautification
 - Historic Plaque Project (D. Haneman)
- o Agenda (to be finalized by Scott)
 - 4:30pm Meet & Mingle
 - 5:00pm Welcome (Scott)

- 5:10pm Mission & Objectives (Bev)
- 5:20pm Committee Updates
 - Marietta Day (Bob)
 - Economic (Sarah)
 - Mini-Carnival
 - Passport Program
 - Programs in-development (highlights)
 - Beautification (Bob)
 - Planter Seminar
 - Adopt-a-Planter
 - Programs in-development (highlights)
 - Social (Scott)
- 5:50pm Call for Volunteers, Sign-up for Committees and Programs!
- Sarah and Bev to pull together presentation slides
- New Business
 - Our Marietta is exploring interest from residents and businesses to purchase plaques for their properties that identify the properties historic/ cultural significance for the town
 - There may be opportunities for MABA members to participate; perhaps we could allow Our Marietta to have a table at an upcoming MABA member meeting to get people to sign-up

Motion to share MABA contact list with Dave Haneman for purpose of distributing information on the [plaque project](#) - Abby, Bob (2nd) - All approve; motion carries
- Next Meeting: Wednesday, June 5 @ 8:30am - Premier Linens Co.
- Meeting Adjourned