

MABA Board Meeting Minutes

Thursday, January 11, 2018 at Union Community Bank

Board Members Present: Bev Kreider, Bob Heiserman, Don Discavage, Steve Ulrich, Michelle Wann, Eric Miller, Tammy Weidman and Pat Shinkosky.

- 1. Bev Kreider called the meeting to order**
- 2. Motion to approve the minutes from November 9, 2017 made by Bob, seconded by Don and the motion carried.**
- 3. Motion to approve the minutes from December 14, 2017 made by Don, seconded by Michelle and the motion carried.**
- 4. Motion to appoint Bob Heiserman as treasurer made by Steve, seconded by Tammy and the motion was carried.**
- 5. Then Bev asked each committee chair to give a summary of what went on in 2017. Michelle: Discussed the monthly meet and greets attendance is low because people are reluctant to take time away from work. Also discussed the bike race from last year.**
- 6. Bob: discussed the income that is generated from Marietta Day which is the biggest income source and that overall there is not a positive cash flow and ideas for generating more money should be looked at, such as increasing fees for food vendors on Marietta Day to \$100 and increasing the other vendor fees to \$50. He also discussed the beautification committee that takes care of the cherry trees on Front Street.**
- 7. Don: Member ship in 2016 was approximately 30. No figure was available for 2018 as the members have until March to pay their fees. A suggestion was made that maybe membership should be free and the fees would be offset by business sponsorships.**
- 8. Steve: the Travelers ads are very effective and asked for suggestions on what types of ads, such as mission statements, promotion of events, list of members.**

A motion was made by Don to accept the treasurers' report for January 11, 2018 and was seconded by Steve and the motion was carried.

There was a discussion concerning the cherry trees on Front Street that were planted in 1980, about how long is their life cycle, can they be replaced and who pays for the maintenance and replacement. Per Bob, the only money supporting the cherry tree project comes from the Marietta Lions Club. Steve said that Borough Council may start getting involved in the cherry tree situation.

Discussion of 2018 priorities and new events

Marietta Day

Increasing fees to food vendors to \$100 and increasing fee to all other vendors to \$50

Add section for local artists at no cost for them

Look into contacting and getting more “upscale” food vendors, including food trucks

Lancaster Creative Popup

Are not interested in being here for Marietta Day but have suggested dates in June, July or August.

They would require an area of approximately 2,000 square feet, want it in one location, we would not make any money, and it would be more of a promotion for Marietta and bring people into town. Local businesses could offer specials that day. Michelle said that she would check to see if the event could be held at the Waldorf School in the gymnasium. Bev suggested that this might be something for MABA to do in the future to help raise money.

Signage

Discussion about checking into getting signs up at the ends of the trail pointing out the businesses. Business would pay to have their name on the sign,

Also discussed having signs at the entrances to the borough pointing out the business district.

Steve said he has started applying for a grant to put up signs at the entrance to the borough, that the letter of intent was due February and more information would be due by March. He also said that Glenn Orr told him there were posts along Front Street where signs could be attached.

It was suggested that maybe we needed a signage committee maybe with members from MABA, the Borough and MRA, but that MABA would not take the lead and have the Our Marietta group be in charge.

Planters

There was a discussion on who replants, places and maintains the planters in the borough and someone said they would contact Lillian Hill to see if the garden club would want organize the plantings and care.

Free standing signs

There was a discussion about a free standing sign in local businesses with cards advertising businesses. Scott Borrows, the owner of the new bike shop had talked about this at a meet and greet. Tina, at Shank's and Scott are working on it and it was suggested that maybe someone from the board should help them.

Traveler Ads

Discussion on ads for 2018: Suggested - ads listing MABA events, ad for Marietta Day then marketing/promo ads for businesses and an ad listing all the MABA members. The sequence of the ads was also discussed since the Traveler only is published four times a year. It was decided that the first ad in February would be about MABA events.

The priorities for 2018 are

Lancaster Creative pop up event

Meet and Greets

Marietta Day

Marketing and promotion for members and getting more members

The next board meeting will be February 8th at 8:45 at Union Community Bank

A motion to adjourn the meeting was made by Bob, seconded by Michelle and the motion was carried.