

# Marietta Area Business Association

## MEETING MINUTES



### Regular Board Meeting

June 5, 2019, 8:30am – 10:00am

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*

*Quorum not present; voting postponed to next board meeting.*

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

### Executive Summary

### MOTIONS PENDING

Motions	1st	2nd	Vote*	Impact
Motion to approve the April 10, 2019 regular board meeting minutes.				No vote; include in vote at next meeting
Motion to approve the June 5, 2019 Treasurer's Report.				No vote; include in vote at next meeting

\*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
Scan bank letters signed by board of directors and give to Bob to proceed in closing bank accounts at BB&T and open new accounts at Northwest Bank.	Sarah	June 5
Contact Marietta Community House to confirm plans for the Fall Member Meeting - Wednesday, October 16 or 23 - 5:30pm to 7pm	Scott	June 30
MABA member directory to be updated asap.	MABA Admin	June 30
Write-up a comprehensive proposal on annual/ long term needs of the Beautification Committee to contain care and maintenance programs.	Bob	August 29

**KEY DATES**

Date & Time	Event	Location
Saturday, June 15	Beautification Committee Tree Trimming Day (Volunteers Needed)	TBC
Saturday, July 6	Historic Marietta Bike Race & Marietta Fireworks	Marietta, PA
Thursday, August 29 @ 8:30am	Regular Board Meeting	Premier Linen Co.

**Detailed Meeting Minutes**

- Meeting called to order (Bev) - [Agenda](#)
- Review April 10 Meeting Minutes (Bev)  
*Motion pending to approve meeting minutes until the next board meeting as a quorum was not present.*
- Officer Reports: Treasury (Bob) - [June 5, 2019 Treasurer's Report](#)
  - Checking Starting Balance (04/10/19): \$12,084.66
    - Credits: \$1,984.75 (Marietta Day applications, Dues)
    - Debits: \$962.19 (Marietta Fireworks Donation, Erie Insurance, Traveler Ad, River Valley Disposal, Merchandiser Marietta Day Ad)
    - Ending Balance: \$13,107.22
  - Savings Balance (06/05/19): \$6586.75 (no transactions; \$0.05 interest earned)
  - Beautification Committee Balance (04/10/19): \$512.55 (no transactions)

*Motion pending to approve the June 5, 2019 Treasurer's Report until the next board meeting as a quorum was not present.*

  - MABA Bank Accounts
    - Board previously voted and approved a motion giving Bob permission on behalf of MABA to close accounts at BB&T (Columbia Branch) and open accounts at Northwest Bank (Marietta Branch)
    - Sarah drafted letters stating MABA's wish to change accounts
    - Letters were reviewed and signed by board members; Sarah to scan a copy for electronic files and give to Bob
- Reports of Special Committees
  - Economic Committee (Sarah)
    - Marietta Day Post-Mortem
      1. Mini-Carnival Wrap-Up
        - Overview
          - Mini-Carnival setup with four games: Bottle Ring Toss, Plinko, Wiffle Ball Toss, and Lucky Duck
          - Each game required three tickets for three plays; additional plays required one ticket
          - \$1 = 3 tickets, \$5 = 20 tickets

- Adults won coupons from Express Laundry and Linens, For the Love of Dog, Lancaster Recumbent, and Second Hand's a Charm
  - Results
    - Revenue: \$68.00
      - \$43 – 3 for \$1 ticket purchases (43 purchases)
      - \$25 – 20 for \$5 ticket purchases (5 purchases)
    - Participation
      - 76 games played; 230 individual plays
      - 48 MABA Handouts distributed
      - ~50 coupons handed out
  - Budget
    - Materials for games and labor to construct and decorate the games were donated by Lancaster Recumbent and First National Escape/My Digital Conversion
    - Budget Spent: \$197 (\$125 for prizes + \$72 for coupon and handout printing)
  - Anecdotal Feedback
    - Lots of kids but parents didn't stop
    - Lots of competing activities that may or may not have been free – e.g. balloon animals, face painting, carnival games
    - Looking for storage space to house the games - need space about 5' width x 4' length x 5' height for games and supplies
2. Passport Wrap-Up
- Overview
    - Passports featured the following stops:
      - Our Marietta booth
      - For the Love of Dog
      - Marietta Fireworks
      - Lancaster Recumbent
      - First National Escape
      - Milanof-Schock Library
      - Second Hand's a Charm (Artisan's Corner)
  - Results
    - Estimated ~600 passports distributed
    - 108 completed passports redeemed at Mulberry Thrill (~1 in 5)
  - Budget
    - Budget Spent: \$201 (\$120 for printing + ~\$81 for ice cream)
  - Anecdotal Feedback
    - Many people didn't want to take a passport – they thought it was a gimmick or didn't want to be bothered
    - Those who did take a passport thought it was a cool idea
    - Several people who took a passport had heard about it on social media
    - Stop participants seemed pleased with the traffic, even if some of it was people just wanting a stamp

- Next Steps - Economic Committee to meet to finalize proposal for...
  1. Marietta 'PR' Kit
  2. Marietta Branding Project - develop a proposal to be shared with members and other Marietta organizations
- Beautification Committee (Bob)
  - 'Adopt-a-Planter' program officially kicked off in May with four planters purchased to date
    1. MABA should purchase a planter - discuss at next board meeting
  - Program will be highlighted in an upcoming *Marietta Traveler* ad and via social media
  - Mowing Maintenance
    1. Bev Kreider has donated a mower and it is currently being serviced to understand if some of the issues with it can be fixed
    2. Question: who is responsible for the Beautification Committee purchase decisions - MABA, Beautification Committee? e.g. buying a new mower
    3. Can the Beautification Committee come up with an annual/ long term plan that outlines what is needed and the budget by the next meeting. This would help organizations understand how much money needs to be raised to maintain these programs.
  - Tree Trimming Day
    1. The Beautification Committee is looking for volunteers to help trim and clean up the Cherry trees along front street
    2. 'Tree Trimming Day' is Saturday, June 15 (time and meeting location to be confirmed; ~4 hours investment in time)
    3. Board [approved a communication](#) drafted by MABA admin for social media post promoting 'Tree Trimming Day'
- Social Committee (Scott)
  - Looking for updated list of 2019 Members - do we have it? Is the website up to date?
    1. Bob and the MABA Admin work together to maintain a list of members that is housed in the MABA google drive
    2. Website hasn't been updated with 2019 memberships as MABA Admin is having some technical issues with Wix. The most robust method of updating the site over time would be a spreadsheet upload; however this is creating errors in the site. Bev believes Jana used to just key them into the site individually. Maybe admin could contact Jana for help?
    3. This is a critical task as it is a paid member benefit.
    4. MABA Admin to get site updated by June 30, 2019.
  - Marietta's Entrepreneurial History
    1. Talk with Steve Bailey about ways to highlight Marietta's history, showing how storefronts and businesses in the area has changed over the years
    2. Ideas include but aren't limited to...
      - Past/ Present Day side by side photos of storefronts
      - Video highlighting changes to Marietta Business throughout the years
      - Presentation/ Talk given by Steve on Marietta's history in business/ industry

3. Scott and Bob to discuss ideas with Steve
- Journey for Journey BIG LOVE 2019
    1. Saturday, Sep 7, 2019 - 9am to 1pm
    2. Pancake Breakfast and Dog Walk/ Bike Ride benefiting Speranza Animal Rescue
    3. Maybe be some opportunities for MABA to sponsor/ participate
  - Community Summit (Working Title)
    1. Social Committee would like to propose a 'Community Summit' to bring all the organizations together to chat in the Fall; event should promote communication in an informal setting (leave agendas at the door)
    2. Event is not a replacement for work being done by Our Marietta - but an informal event to facilitate discussion
    3. September is a busy month with Garden Tour (Sep 8), Marietta Community House Fundraiser (Sep 28), Pig Iron Festival & Car Show (Sep 29); October might work better
  - Fall Member Meeting
    1. Typically held in the Fall - Look at October 16 or 23 from 5:30pm to 7:00pm
    2. Scott to contact Marietta Community House to confirm meeting space
  - Marietta Day Committee (Bob)
    - Bob will be meeting with Brittany for a Marietta Day post-mortem and to finalize budgets
    - Bob estimates income of about ~\$4000 from Marietta Day applications and another \$1300 for Artisan's Corner (to be confirmed by Brittany)
    - Bob estimates expenses of about ~\$1400 (to be confirmed after his meeting with Brittany)
    - 32 Artisans were registered and 28 showed up to the event
  - MABA Admin Report
    - Working on website updates to the business directory
- Next Meeting: Thursday, August 29 @ 8:30am - Premier Linens Co.
  - Meeting Adjourned