

MABA Board Meeting Minutes

Thursday, July 18, 2018 at Union Community Bank

Board Members Present: Bev Kreider, Don Discavage, Eric Miller and Pat Shinkosky.

Bev called the meeting to order.

- 1. A motion was made to approve the June 14, 2018 minutes, D/P: motion approved.**
- 2. A motion was made to approve the treasurer's report, D/E: motion approved.**
- 3. Committee Reports:**

Events: Michelle's report was presented by Bev. The bike race was a success. An update of the raffle that was run during the bike race would be presented at the next board meeting and the raffle would run through the pig iron fest. It was discussed whether the prizes should be piece meal or combined as one package. Also discussed that it would be nice to get a photo of the winner/s and how or when to hand the prizes out.

There was a discussion about putting up a vendors row for the 2019 bike race that would run from Market to Shank's Tavern on Waterford Avenue.

Marketing: there was a discussion about doing ads with a members profile and if we go to a sponsorship program for membership what the benefits of each level of sponsorship would be.

Traveler ad is ready and we need to discuss plans for the 2019 ads so that they are ready ahead of publication time.

Don discussed trying to get donations for the Beautification Committee.

A motion was made to donate \$125.00 to the special fire police and \$75.00 to the Marietta Community House: D/E motion approved.

4. Old Business/New Business

New Business: the results of the Our Marietta Day Action 18 month survey about the rails to trail with suggested steps to take. There were 3 issues for MABA. C

C8 - Create a visitor friendly map and associated graphics to enhance people's ability to find trail access points and make connections from the trail to local businesses.

C10 – with the initial Business Owner Survey as a starting point, develop a more in-depth survey instrument to gather information on local business conditions and needs.

D8 – Create a Marietta specific business directory graphic both for posting at strategic locations and for dissemination in town or at trail heads that would be effective for directing visitors to existing businesses.

A discussion followed for everyone to look at the tagged items in the survey and come up with a response for the items that Our Marietta noted. Also Redevelopment is making a map, per Katie Walsh and the Susquehanna Chamber is also, we do not want to duplicate.

The debrief for Marietta Day will be on August 21, 2018 at 8:30 am to review 2018 and make plans for 2019.

Old Business:

Scott Barrows presented his plans and a handout for the rails to trails business signs. Per the handout:

The Borough will be placing the signs at the street cross roads. The signs have to be white with black lettering, will be 6 x 24. Borough Council voted and approved the project. Borough will place signs up at no charge. Signs to be place Fall 2018 with the goal to have it completed by October. Cost for the signs will be \$25.00. If a directional arrow is included it would decrease the font size. All orders for the signs to be completed by September 15th. We will get the signs by October 1 and the Borough will place the signs in October/November 2018.

Key points, functionally direct visitors to Marietta businesses from the trail, there is no cost to MABA, dedicated and originated on trail with a MABA sign and minimal cost to merchants, unlimited value to community growth.

Signs are to be for Marietta Businesses only; business may choose two crossings maximum; local business to purchase at \$30.00 per sign or \$60.00 per crossing. Additional \$ 5.00 per sign to support NWRT; sign to remain minimum of 7 years, or at direction of Borough Trail/Roads; sign may be removed if business closes and has no commitment to community after 90 days; no cost to MABA; profit proceeds donated to trail projects.

A motion was made to approve, per Scott's handout, the signage project, D/E: motion approved.

A motion was made to charge \$100 per post for the signs, D/E: motion approved.

A motion was made to add directional arrows to the signs, D/P: motion approved.

A motion was made to not charge a renewal fee for the signs, D/P: motion approved.

Bev brought up that we need to think about what to do should the signs need to be repaired.

5. The date for the next mixer will be October 23rd at the Community House.

6. The September board meeting will be to discuss planning for 2019. The meeting will be September 13, 2018 at 8:30 am.

A motion was made to adjourn –P/E, motion approved.