

# Marietta Area Business Association

## MEETING MINUTES



### Regular Board Meeting

March 19, 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 February 2019 regular board meeting minutes.	Bob	Abby	Aye: 5 Nay: 0 Motion Carries	N/A
Motion to approve the March 19, 2019 Treasurer's Report.	Bev	Abby	Aye: 5 Nay: 0 Motion Carries	N/A
Motion and resolution permitting Bob to close all accounts at BB&T and open new MABA Checking, MABA Savings, and Beautification Committee accounts at the Northwest Bank - Marietta Branch	Sarah	Abby	Aye: 5 Nay: 0 Motion Carries	Bob will need MABA officers to be account signatories.
Motion to permit Bob to sign and pay the Port-o-Potty contract for Marietta Day	Scott	Sarah	Aye: 5 Nay: 0 Motion Carries	Bob has approval to sign and pay without a second signature.
Motion to continue to use 'pen and paper' application process for Marietta Day vendors (all types) in 2019 and move to electronic system in 2020.	Scott	Sarah	Aye: 5 Nay: 0 Motion Carries	Work with Marietta Day committee early 2020 to develop the electronic process.
Motion to allocate \$400 to Marietta Day for use in creating signs and promoting Marietta Day on social media, etc.	Bev	Scott	Aye: 5 Nay: 0 Motion Carries	Generate awareness of the event and its 'attractions'.
Motion to remove free membership for new 'brick and mortar' shops in Marietta	Bob	Sarah	Aye: 5 Nay: 0 Motion Carries	All members will be responsible for paying membership fee with the exception of the Community House who provides benefit in kind.
Motion to approve Wilkum Studios to create and send out April meeting invite and send a follow-up to members who haven't yet renewed (email).	Sarah	Scott	Aye: 5 Nay: 0 Motion Carries	Need to get the April meeting on people's calendars ASAP and remind people to renew before we update the business listing on the website.

Motion to approve Marietta Day mini-Carnival and 'Passport' programs	Bob	Scott	Aye: 5 Nay: 0 Motion Carries	Programs to be developed and executed for 2019 Marietta Day; volunteers needed (~12 people).
Motion to allocate \$1,200.00 from the MABA general fund to the Economic Prosperity Committee to develop approved Marietta Day programs	Bob	Scott	Aye: 5 Nay: 0 Motion Carries	Board approves committee to manage day to day and budget spending as needed to deliver the program.
Motion to approve SOP#2: MABA Account Access - Signatories, Permissions, and Roles	Bob	Scott	Aye: 5 Nay: 0 Motion Carries	N/A

\*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
Create a separate printable PDF form and web page for Marietta Day applications - one for Artisan's Corner/ Farmer's Market and one for regular vendors/ food trucks.	MABA Admin (Wilkum Studios)	03/25/19
Send follow-up reminder to members to renew membership for 2019.	Wilkum Studios	03/29/19
Create and send 'save the date'/ invite to MABA business list for April Member Meeting	Wilkum Studios	03/29/19
Create contact list of Marietta organizations	Tammy (Social Prosperity Committee)	03/31/19
Share information and photo of SVCC 'Marietta' banners	Scott	04/09/19
Email Marietta Day procedures list to Sarah; Sarah to upload document to MABA Google Drive.	Bob, Sarah	04/09/19
Draft agenda for April Member Meeting; share at next MABA board meeting	Bev, Scott	04/10/19
Review 2019 membership applications and renewals to ensure payment has been received.	Wilkum Studios, Bob	04/12/19
Create signs for Marietta Day 'attractions' and allocate funds to Wilkum Studios to develop and execute a marketing plan for Marietta Day.	Brittany, Wilkum Studios	04/19/19
Close MABA accounts at BB&T and establish new MABA Checking, MABA Savings, and Beautification accounts at Marietta branch of Northwest Bank.	Bob	05/01/19

**KEY DATES**

Date & Time	Event	Location
Wednesday, April 10 8:30am	MABA Regular Board Meeting	Premier Linens Co.
Wednesday, April 17 4:30pm	April Membership Meeting	Perry Street Cellar
Saturday, May 11	Marietta Day	Marietta, PA
Saturday, July 6	Historic Marietta Bike Race & Marietta Fireworks	Marietta, PA

**Detailed Meeting Minutes**

- Meeting called to order (Bev) - [Agenda](#)
- Review and Approve [February 5, 2019 regular board meeting minutes](#) (Bev)  
*Motion to approve January 2019 meeting minutes – Bob, Abby (2<sup>nd</sup>)- All approve; motion carries*
- Officer Reports: Treasury (Bob) - [March 19, 2019 Treasurer's Report](#)

- Checking Starting Balance (02/04/19): \$10,864.96
  - Credits: \$1,425.91 (Marietta Day applications, Dues)
  - Debits: \$455.00 (Marietta Traveler Ad, Beautification Committee, SVCC Membership)
  - Ending Balance: \$11,738.87
- Savings Balance (03/19/19): \$6,586.64 (no transactions; \$0.11 interest earned)
- Beautification Committee Balance (03/19/19): \$516.05
  - Credits: \$125 (MABA general fund)
  - Debits: \$628.50 (J.B. Hostetter Mover Bill)
  - Ending Balance: \$12.55

*Motion to approve March 19, 2019 Treasurer's Report – Bev, Abby (2<sup>nd</sup>)- All approve; motion carries*

- Bank: Union Community Bank is now Northwest Bank. Bob proposed closing MABA accounts at BB&T and opening three new accounts: MABA Checking, MABA Savings, and Beautification account at Northwest Bank.

*Motion for resolution permitting Bob to close all accounts at BB&T and open new MABA Checking, MABA Savings, and Beautification Committee accounts at the Northwest Bank - Marietta Branch – Sarah, Abby (2<sup>nd</sup>)- All approve; motion carries*

- Marietta Day Costs: Port-o-potty rentals will cost \$708; rental contract needs to be signed and paid in advance.

*Motion to permit Bob to sign and pay the Port-o-potty contract (board approval needed as cost is > \$250) – Scott, Sarah (2<sup>nd</sup>)- All approve; motion carries*

- Reports of Special Committees
  - Marietta Day Committee

- Bob has documented critical Marietta Day plans and tasks in a procedure list to share with others; Bob to send the procedures list to Sarah to post on MABA Google Drive
- Marietta Day committee requested Wilkum Studios to create a separate form and webpage for Marietta Day applications - one for Artisan's Corner/ Farmer's Market and one for regular vendors; forms should be printable PDFs
- Checks for Artisan's Corner will continue to go to Brittany
- 2018 had about 200 total spaces requested, 80 of which were paid vendors; currently there are about ~13 Artisan's, ~30 Vendors, and ~2 Farmer's Market vendors signed up
- Committee requests to use 'pen and paper' process for the duration of 2019

*Motion to continue 'pen and paper' application process in 2019 and move to an electronic process in 2020 – Scott, Sarah (2<sup>nd</sup>)- all approve; motion carries*

- Brittany would like to create signage for Marietta Day, highlighting the Artisan's Corner, etc and place them at various points along Market St.; the thought is that these signs would be reusable year after year
- We also need to promote Marietta Day on social media, etc.

*Motion to allocate \$400 to Marietta Day for use in creating signs and promoting Marietta Day on social media, etc – Bev, Scott (2<sup>nd</sup>)- all approve; motion carries*

- Brittany to identify budget needed for signs and let Wilkum Studios know how much is left for them to develop a marketing plan to highlight Marietta Day in social, etc.
- Marietta Day Committee can approve the marketing plan without further board approval.

o Membership

- Currently, membership is offered free to any new 'brick and mortar' businesses that open in Marietta proper; but this isn't well understood and it might not be needed given dues are fairly small
- There are currently 4 new members in 2019 for which we need to determine their dues; Wilkum Studios to send the list to Bob

*Motion to remove free membership for new brick and mortar shops in Marietta – Bob, Sarah (2<sup>nd</sup>)- all approve; motion carries*

- It should be noted in the bylaws that all members should pay dues with the exception of the Community House given MABA may host meetings there without charge

o [MABA Admin Report](#)

- Updated Marietta Day webpage on mariettapabusiness.com to include updated forms and payment process; will revert back to 'pen and paper' method for 2019 and create downloadable PDF applications on two new webpages - one for Regular/ Food Vendors and one for Artisan's Corner/ Farmer's Market
- Monitored MABA Facebook page and responded to inquiries/ questions (ongoing)

- Monitored MABA gmail account (ongoing)
- Created Marietta Day event on MABA Facebook page; as of 3/18:
  1. 118 people RSVP'd as 'going', over 2100 'interested'
  2. 982 event page views
  3. 30,000 reach (not necessarily clicked)
  4. 88% female audience
- Monitored Artisan's Corner event on MABA Facebook page; as of 3/18:
  1. 11 'going', 73 'interested'
  2. 3,400 reach (not necessarily clicked)
  3. 75% female audience
- Working with Bob to update and maintain membership spreadsheet; as of 3/18:
  1. 14 paid renewals
  2. 5 applications waiting payment
  3. 4 new members
- Created a full page Marietta Day ad for the *Marietta Traveler*
- Created MailChimp account to manage mass communications; scrubbed, completed, and imported member 2018 list
- [Created 2019 membership renewal campaign](#)
  1. 2019 Membership renewal email was sent to 31 people
  2. 74.2% of emails were opened and 28.5% clicked the link to the website
- Setup Google Analytics on mariettapabusiness.com
- Met with Brittany to develop marketing campaign and schedule for Marietta Day; Brittany prefers to work autonomously on posts.
- Developing a 'tool' to track requests/ projects for the MABA admin (in progress)
- Next Steps:
  1. Wilkum to share 2019 membership list with Bob; double check members signed up have paid
  2. Board approved Wilkum Studios to send follow-up reminder to renew membership
  3. Create and send 'save the date' / invite for April meeting

*Motion to approve Wilkum Studios to create and send out a meeting 'save the date' invitation and send a follow-up email to members who have not yet approved – Sarah, Scott (2<sup>nd</sup>)- all approve; motion carries*

- o [Social Prosperity Committee Update](#)
  - Scheduled two meetings but busy schedules resulted in cancellation
  - Tammy is working on collecting key contact info for each Marietta Organization; Scott also spoke with Linda and is reviewing the list of organizations pulled together by Our Marietta
  - Board discussed who the target audience is for recruiting members; consensus is that any business that wants to join may but MABA would actively recruit only within the 17547 zip code
  - Scott reviewed the draft of Chairman's Planning Guide for Social Committee - Goals, Contacts, Thoughts for upcoming meeting agendas
  - Scott provided a quick update Historic Marietta Bike as there may be opportunities for MABA to do something to generate revenue.
- o Beautification (Physical Prosperity) Committee Update

- Bob attended the February 26 Marietta Beautification Committee meeting
- [Meeting notes](#) provide a detailed history of why the committee formed, an overview of what's been accomplished, and thoughts on long-range plans.
- Bob included in the notes elements of the Chairman's Planning Guide, outlining SMART goals, assignments, and resources needed. (Click above hyperlink for details)
- Based on the committee's goals, there may be some synergies with plans by other organizations... e.g. SVCC has created 'Marietta' banners available for purchase that can be hung up and displayed outside businesses/ homes (TBC); Scott will confirm details and share information and a photo
- [Economic Committee Update](#)
  - Sarah and Abby shared the committee's SMART goals and reviewed in detail programs/ projects to meet goal #1, draw people to Marietta Day and help generate revenue for MABA programs
  - The committee recommended implementing a mini-Kids Carnival and a Marietta Day 'Passport' that would incentivize people to circulate through the fair, visiting attractions and businesses (Click above hyperlink for details)

*Motion to approve Marietta Day mini-carnival and passport programs to be developed and deployed at this year's Marietta Day – Bob, Scott (2<sup>nd</sup>)- all approve; motion carries*

*Motion to allocate \$1200 from general fund to the Economic Prosperity Committee to develop the mini-carnival and passport programs (committee can spend budget as needed to deliver programs without further board approval of details) - Bob, Scott (2<sup>nd</sup>)- all approve; motion carries*

- Ran out of time to discuss other goals and programs; will share at a later meeting.

- Special Orders - Planning for April Member Meeting
  - April meeting venue, date and time were confirmed by Audrey/ Bev
    - Wednesday, April 17, 4:30pm - 6pm @ Perry Street Cellar
    - Drink and appetizer specials
  - Scott and Bev to work on agenda for meeting; meeting will focus on highlighting 2019 objectives and upcoming opportunities with Marietta Day
    - Details of the day
    - Opportunities to promote member businesses
    - Volunteers needed
  - Schedule board meeting for week before member meeting to iron out details
- Unfinished Business
  - Sarah developed a standing operating procedure (SOP#2) which outlines MABA account access, specifically signatories, permissions, and roles
  - Procedure reflects changes approved at the February 2019 board meeting

*Motion to approve SOP#2 - Bob, Scott (2<sup>nd</sup>)- all approve; motion carries*
- 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

- o 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
  - o Ran out of time to discuss so will table this discussion for a later meeting
- Next Meeting: Wednesday, April 10 @ 8:30am - Premier Linens Co.
- Meeting Adjourned