

Marietta Area Business Association

MEETING MINUTES



Regular Board Meeting

February 5, 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

Executive Summary

MOTIONS

Motions	1st	2nd	Vote*	Impact
Motion to approve January 2019 regular board meeting minutes.	Bob	Tammy	Aye: 8 Nay: 0 Motion Carries	N/A
Motion to transfer \$125 from the MABA general account to the Beautification account.	Scott	Eric	Aye: 8 Nay: 0 Motion Carries	Facilitate payment of overdue invoice for mower repairs.
Motion to approve February 4, 2019 Treasurer's Report.	Scott	Bev	Aye: 8 Nay: 0 Motion Carries	N/A
Motion to approve the Value Proposition Framework and the three objectives	Abby	Tammy	Aye: 8 Nay: 0 Motion Carries	Three objectives, aligned with the mission statement and initiatives, will 1) help convey the value of MABA to members and 2) help MABA board align and approve initiatives/ tactics.
Motion to accept volunteers for the three committees and to use the Chairman's Planning Guide as MABA's official planning document.	Scott	Abby	Aye: 8 Nay: 0 Motion Carries	Dedicated resources to develop and plan initiatives using a planning guide that will help facilitate flawless execution and allow for better communication.
Motion to vote on admin proposals.	Scott	Tammy	Aye: 8 Nay: 0 Motion Carries	N/A
Motion to accept Wilkum Studios proposal.	Bob	Sarah	Aye: 6 Nay: 0 Abstain: 2 Motion Carries	Secured resource to execute approved communications on behalf of MABA
Motion to review account permissions.	Scott	Sarah	Aye: 8 Nay: 0 Motion Carries	N/A

Motion to accept account permissions with changes outlined in the minutes.	Audrey	Scott	Aye: 8 Nay: 0 Motion Carries	Assure up to date account permission to support continuity for MABA in the event an unfortunate incident renders a board member unavailable to serve.
Motion to accept the Secretary as the liaison between MABA Admin and board.	Bev	Eric	Aye: 8 Nay: 0 Motion Carries	Liaison will help assure approval processes are followed and support Admin in getting timely approvals.
Motion to permit MABA admin to open a Google Analytics account for MABA website.	Audrey	Sarah	Aye: 8 Nay: 0 Motion Carries	Create a baseline measurement of impressions, visits, usage to monitor effectiveness of communications.

*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
Post Value Proposition Framework presentation and Chairman's Planning Guide in the MABA Google Drive folder.	Sarah	2/12/2019
Create private document shared between President, Secretary, and MABA Admin with all digital account credentials (per board approved Account Permissions and Roles document).	Sarah	02/12/2019
Transfer \$125 from the MABA General Account to the Beautification Account to pay the mower bill immediately.	Bob	2/15/2019
Save Meeting Minutes to MABA Google Drive folder and send invitation for board review and approval .	Sarah	2/19/2019
Finalize and approve reminder of 2019 membership to existing MABA members; work with Wilkum Studios to send the email.	Sarah	02/22/2019
Confirm availability for Perry Street Cellar for April MABA Member Meeting - April 10 (1st Choice), April 17 (2nd), April 11 (3rd).	Audrey	02/28/2019
Create and approve membership flyer to send to members who didn't renew as well as non-members with membership form to mail in with check - mention upcoming April Meeting; work with Wilkum Studios to design, produce, and mail.	Sarah	03/15/2019
Create agency agreement for Wilkum Studios and complete by next meeting.	Bev/ Sarah	03/19/2019
Follow-up with Victoria regarding Community House's expectations for MABA use for the Marietta Day Artisan's Corner.	Bev	03/19/2019
Economic, Social, and Physical Prosperity Committees to meet and complete the first three parts of the Chairman's Planning Guide; share with the board at the next meeting.	Sarah (Economic) Scott (Social) Bob (Physical)	03/19/2019

Update Account Signers, Permissions, and Roles Document and Post on Google Drive	Sarah	03/19/2019
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KEY DATES

Date & Time	Event	Location
Tuesday, March 19 8:30am	MABA Regular Board Meeting	TBC
April 10, 17, or 11 (TBC)	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)
- Review and Approve January 2019 regular board meeting minutes (Bev)
Motion to approve January 2019 meeting minutes – Bob, Tammy (2nd)- All approve; motion carries
- Officer Reports: Treasury (Bob) - February 4, 2019 Treasurer's Report
 - Checking Starting Balance (01/09/19): \$10,864.96
 - Credits: \$200.00 (Marietta Day applications)
 - Debits: \$297.00 (Marietta Traveler Ad, P.O. Box Annual Rent, Marietta Day Stamps)
 - Ending Balance: \$10,767.96
 - Savings Balance (01/09/19): \$6,586.53 (no transactions)
 - Beautification Committee Balance (01/09/19): \$516.05 (no transactions)
 - \$628 bill for mower repairs is overdue
 - MABA Beautification account doesn't have enough money to pay the bill and possible donations from Lions Club and Rotary Club are still pending
 - Bob recommended that MABA transfer \$125 from the general fund to cover the bill

Motion to transfer \$125 from the MABA general account to the Beautification account to cover payment of the overdue mower repair bill – Scott, Eric (2nd)- All approve; motion carries

- Audrey questioned whether the Community House owed dues for 2019 MABA membership
 - In the past, Community House permitted MABA to use their event space at no charge in lieu of free membership; the MABA board felt this was fair and would like to extend the same offer in 2019
 - Bev to follow-up with Victoria regarding Community House's expectations for MABA use for the Marietta Day Artisan's Corner

Motion to approve February 4, 2019 Treasurer's Report – Scott, Bev (2nd)- All approve; motion carries

- Special Orders
 - MABA Value Proposition Framework Proposal (Sarah) ([Click here for presentation](#))
 - In the January meeting, Sarah was assigned the task of defining objectives that clearly connect MABA's mission statement to initiatives (build on 2018 board work) and create a framework that can be used to develop member communications that convey the value of MABA
 - To complete this framework, Sarah leveraged the MABA Mission Statement, results from the 2019 Initiatives member vote, and qualitative feedback from short 1:1 informal interviews conducted with majority of the 2018 members
 1. Members were asked why they initially joined MABA, what role they think MABA plays in the community, if MABA has met their expectations, and what they would like to see MABA achieve in 2019
 2. 18 members were interviewed over the phone or in-person
 3. Given this was qualitative research, responses were organized into consistent themes with anecdotes pulled from conversations to represent those themes (individual responses were confidential)
 4. Generally speaking there were two member segments
 - 'Older' members, people who have been members of MABA for more than 1-2 years
 - This group feels it's imperative to generate awareness of Marietta and draw more consumers into town (beyond just Marietta and next door towns)
 - They are less interested in meeting to 'mingle' and more interested in meeting to get things done
 - 'Passive' members, people who say they only attend one meeting a year, and new members
 - Feel MABA has a good reputation – although it's a little cloudy what exactly MABA does/ is responsible for
 - Holding meetings a few times a year, in the evenings, and with a specific agenda may help this group make MABA a priority
 - They want to do more – they just don't know how to get involved or what's needed
 - Relating back to the mission statement which identifies MABA's purpose as promoting the economic, social, and physical prosperity of Marietta, there are three clear objectives for MABA to focus on
 1. Generate consumer awareness of Marietta (in and, especially, beyond Marietta) with call to action (economic prosperity)
 2. Connect businesses and community organizations for maximum impact (social prosperity)
 3. Support beautification of Marietta to make a lasting first impression (physical prosperity)
 - Sarah summarized ideas from the initiatives vote as well as ideas from members on tactics achieve each of these objectives; based on those ideas, she also provided examples of potential member benefits (what's in it for them) and what success looks like

Motion to approve the Value Proposition Framework and the three objectives – Abby, Tammy (2nd)- All approve; motion carries

- Bev proposed we identify three board members to chair committees focused on each of the three objectives
 1. Chairs are responsible for organizing committees, developing an action plan, and reporting plans and progress back to the board for approval
 2. Chairs will use the initial list of ideas from Sarah to develop short term and long term projects
 3. It is expected that chairs and committees will work together
- Sarah and Scott reviewed three planning tools to help in plan development
 1. Sarah reviewed SMART goals, to create action oriented plans that were specific, measurable, achievable, realistic, and time bound.
 2. Sarah reviewed the RACI decision matrix, a tool used to understand who (individuals or organizations) are responsible or accountable for making decisions and approving plans vs. who are people (organizations) who should be consulted or informed
 3. Scott reviewed the [Chairman's Planning Guide \(CPG\)](#), a tool used by the Jaycees Organization); the CPG is a document that guides planners and incorporates elements of both the SMART goals and RACI decision matrix
- Board members volunteered to lead/ be involved in the three new committees:
 1. Physical Prosperity Committee
 - Bob Heiserman (Board Chair)
 - Tammy Weidman
 - Will work with existing Beautification Committee chaired by Gordon A. (?); Steve Ulrich is also involved in this committee and may be interesting in joining
 2. Economic Prosperity Committee
 - Sarah (Board Chair)
 - Abby Ulrich
 - Audrey Pombo
 3. Social Prosperity Committee
 - Scott (Board Chair)
 - Tammy Weidman
 - Eric Miller

Motion to accept volunteers for the three committees and to use the Chairman's Planning Guide as MABA's official planning document – Scott, Abby (2nd)- All approve; motion carries

- MABA Admin Agency Proposals (Bev)
 - MABA received two proposals for the open Admin Role
 1. Wilkum Studios (Link)
 2. Michelle Wann (Link)

Motion to vote on proposal – Scott, Tammy (2nd)- all approve; motion carries

- Both proposals were within scope
 1. Wilkum Studios included Google Analytics and working with MABA board on a communications calendar

2. Some concern with amount of work being asked of admin, but given Abby is on the board and part of Wilkum Studios she could help manage expectations and workload

Motion to accept Wilkum Studios proposal – Bob, Sarah (2nd)- 6 approve, 2 abstain; motion carries

- Sarah and Bev to work on agency agreement for Wilkum Studios and complete by next meeting
- New Business:
 - Review and Update MABA Account Signers, Permissions and Roles (Bev)
 - Bev brought to the boards attention a need to update signers on the bank account and to share account credentials now that Jana is no longer the MABA admin
 - Scott agreed this was a good idea to assure continuity from year to year as the board changes or an unfortunate event involving the account holder could render the account inaccessible

Motion to review account permissions – Scott, Sarah (2nd)- all approve; motion carries

- Review of Accounts
 1. Signers on Bank Account - requires the four board officers per the bylaws
 2. Check signing - per bylaws
 - < \$250 - Treasurer
 - > \$250 - Treasurer + 1 other officer
 - If Treasurer isn't available, any two officers may sign
 3. Digital Accounts - Google, Website, Social Media, Paypal, etc
 - Access to login credentials: President, Secretary. The board approved that the President and Secretary are to be assigned the 'Admin' role and that the MABA administrator is to be assigned 'Editor' role in Facebook.
 - Permission to share logins and set permissions: MABA Admin with President and Secretary approval
 - Permission to change login credentials: President and Secretary
 - Permission to open New Accounts: Requires Board approval
 - Permission to change website domain or hosting: Requires board approval
 4. Communications, including but not limited to social postings and events, new or modified website content, emails/ newsletters, print ads, flyers, mailers, etc.
 - All communications are to be executed through the MABA Admin
 - Board to designate a board member to work on a communications calendar with MABA Admin and to develop and facilitate an board approval process for all content

Motion to accept account permissions with changes outlined in the above minutes – Audrey, Scott (2nd)- all approve; motion carries

Motion to accept the Secretary as the liaison between MABA Admin and board – Bev, Eric (2nd)- all approve; motion carries

Motion to permit MABA admin to open a Google Analytics account for MABA website – Audrey, Sarah (2nd)- all approve; motion carries

5. Sarah to update Account Signers, Permissions, and Roles and post on Google Drive; create secure place to document account credentials and update/ share between President, Secretary, and MABA Admin
 6. Scott recommended we consider adding digital account permissions and roles to the bylaws
- First MABA Membership Meeting of 2019
 - Plan for a meeting with the MABA members in April
 - Thoughts on topics to cover
 1. Introduce focus of the Economic, Social, and Physical Committees and share ideas for 2019 and beyond; solicit members to join individual committees
 2. Review plans for Marietta Day and solicit volunteers
 - Potential dates: April 10, April 17, and April 11 late afternoon at Perry Street Cellar
 - Audrey to contact Perry Street Cellar on availability and confirm date by end of February
- Next Meeting: Tuesday, March 19, 2019 @ 8:30am - location to be confirmed
 - Meeting Adjourned