

# Marietta Area Business Association MEETING MINUTES



## Regular Board Meeting

January 9, 2019, 8:30am – 10:15am

Union Community Bank, 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

Motion	1 <sup>st</sup>	2 <sup>nd</sup>	Vote*	Impact
Motion to approve December 2018 Meeting Minutes.	Bev	Bob	Aye: 6 Nay: 0 <i>Motion Carries</i>	N/A
Motion to approve January 9, 2019 Treasurer's Report.	Scott	Audrey	Aye: 6 Nay: 0 <i>Motion Carries</i>	N/A
Motion to move the MABA bank accounts from Susquehanna/ BB&T to Northwest Bank Marietta Branch within the time table the treasurer deems appropriate based on the acquisition of Union Community Bank by Northwest Bank.	Scott	Sarah	Aye: 6 Nay: 0 <i>Motion Carries</i>	More convenient access and supports business in Marietta; will require update of board signatories on account.
Motion to ask My Digital Conversion et al (c/o Abby and Steve Ulrich) to put together a proposal to manage MABA administrative tasks for 2019.	Bob	Audrey	Aye: 6 Nay: 0 <i>Motion Carries</i>	Tentative plan in place for MABA admin support starting February subject to approval of proposal by board at next meeting.
Motion for board to draft an email to all MABA members/ non-members about 2019 membership drive by January 31, a 'heads up/ look for this in the mail' notification	Sarah	Bev	Aye: 6 Nay: 0 <i>Motion Carries</i>	Generate more awareness and participation of membership drive.
Motion to mail all MABA members/ non-members a flyer highlighting membership benefits and application by March 1.	Sarah	Bev	Aye: 6 Nay: 0 <i>Motion Carries</i>	Generate more awareness and participation of membership drive.
Motion that MABA Board should be sent any communications and materials for final approval before they are sent to members or potential members.	Sarah	Scott	Aye: 6 Nay: 0 <i>Motion Carries</i>	Ensure consistent communication of MABA goals and initiatives across communications and audiences. All communications regarding approvals should provide a feedback due date.

\*Voting may take place when a quorum is present; MABA bylaws define a quorum as a simple majority of board members.

**ACTION ITEMS**

Action Item	Responsible	Due Date
Share contact information (mobile, email) with MABA board members (reply to Bev's agenda email from January 7) within the next week	All Board Members	January 16
Share MABA Google drive folder/ workspace with Board members	Bev	January 16
Save Meeting Minutes to MABA Google Drive folder and send invitation for board review and approval within the next two weeks	Sarah	January 23
Abby to work with My Digital Conversion et al on a proposal to take on MABA administrative duties and share with board at next meeting	Abby	February 5
Connect with members and non-members about why they are/ are not part of MABA and why? Seek to understand their specific expectations of MABA, if MABA is/isn't meeting those expectations and what they would like to see MABA continue to do/ do differently; prepare to discuss feedback at next meeting.	All Board Members	February 5
Ask Jana for a final report on website analytics/ stats, performance from 2018 newsletters and other communications and share with board members by next meeting	Bev	February 5
Draft a 'value proposition' for members to join MABA; review and discuss with board at upcoming meeting	Sarah	February 5

**KEY DATES**

Date & Time	Event	Location
Thursday, January 31	Send 2019 MABA Membership Drive 'Heads Up' Email	N/A
Tuesday, February 5 8:30am – 10:00am	MABA Regular Board Meeting	Union Community Bank 1 <sup>st</sup> Floor Conference Room
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)
  - Welcome new 2019 MABA Board Members (Bev)
    - Short summary of MABA history was emailed in advance of meeting along with 2018 and 2019 MABA goals for new MABA board members reference and review
  - Business at hand
    - Old Business
      - December 2018 regular board meeting minutes (Bev)  
*Motion to approve December 2018 meeting minutes – Bev, Bob (2<sup>nd</sup>)- All approve; motion carries*
      - January 9, 2019 Treasurer's report (Bob)
        - Checking Starting Balance (12/13/18): \$10,538.89
          - Credits: \$382.32 (including dues and artisans signed up for Marietta Day)
          - Debits: \$131.25 (MABA administration support)
          - Ending Balance: \$10,864.96
        - Savings Balance (12/13/18): \$6,586.53 (no transactions)
        - Beautification Committee Balance (12/13/18): \$516.05 (no transactions)
          - ~\$700 bill for hardware pending
          - Possible donations from Lions Club and Rotary Club still to come
- Motion to approve January 9, 2019 Treasurer's Report – Scott, Audrey (2<sup>nd</sup>)- All approve; motion carries*
- Move MABA bank account from Susquehanna Bank to Union Community Bank; update signatories (Bob)
    - Close of Susquehanna Bank creates inconvenience in having to run to Columbia BB&T branch for banking needs
    - Moving account to local branch of Union Community Bank would be more convenient
    - Bob advises waiting a couple months to move the account as Union Community Bank will be absorbed by Northwest Bank in March; this would insure the MABA account has checks with the updated logo, etc.

*Motion to move the MABA bank accounts from Susquehanna/ BB&T to Northwest Bank Marietta Branch within the time table the treasurer deems appropriate based on the Union Community Bank and Northwest Bank acquisition – Scott, Sarah (2<sup>nd</sup>) – All approve; motion carries*
  - 2019 Admin Support (Bev)
    - MABA's agreement with Jana Phillips for admin support is ending and MABA will need to decide how to fulfill the role moving forward
    - Currently, the MABA administrator is responsible for the following tasks:
      - Admin/ tracking of members and contacts – support membership registration, maintain spreadsheet of members and related details; update member information on [www.mariettapabusiness.com](http://www.mariettapabusiness.com)

- Monthly Newsletter and Emails – gather information, create content, generate campaigns, send out event reminders and mail annual mixer invites
- Facebook – Create events, share newsletter, post business updates, welcome new members
- Marietta Day assistance – promote on website, Facebook, and in newsletter, update vendor application documents, coordinate PayPal details with Brittany Garner and aid/ support Bob Heiserman
- Creative – design advertisements for the *Traveler*, design and mail Annual Mixer Post Card Invitation
- Monitor MABA email account and manage correspondence
- Sarah asked about performance of communications, website – open/ click through rates, website analytics, etc - to understand who is responding to communications and what's working; this is important for the board to understand so we can figure out if we should be doing more of a specific activity or do something different; Bev said she could get this information from Jana
- All members expressed a desire to fill the admin role within the Marietta community
- Bob acknowledged Abby (and Steve Ulrich) had the knowledge and skills to perform these duties and we should ask them for a proposal should they be willing to take on the work; Abby agreed that she and Steve could manage the work and would put together a proposal

*Motion to ask My Digital Conversion et al (c/o Abby and Steve Ulrich) to put together a proposal to manage MABA administrative tasks for 2019 – Bob, Audrey (2<sup>nd</sup>) – All approve; motion carries*

- 2019 Initiatives and Projects
  - Membership Sign-ups and Renewals
    - Current State
      - In 2018, MABA had ~ 30 active paid business members in and around Marietta
      - Membership sign-ups and renewals are driven through email, newsletter, and the website
      - Annual dues are \$25 and are typically collected between January-April; they are paid by cash or check
    - Opportunities for Improvement
      - Process
        - Membership is managed between multiple people with sometimes inadequate information to aid in coordinating between roles (i.e. matching a payment received and deposited to a specific member, maintaining membership details and status in spreadsheet and online, etc.)
        - Bev suggested leveraging Google Drive to share the master membership database so that it could be simultaneously updated by multiple parties at the same time
    - Dues Payment

- MABA should accept online payments to facilitate payment of dues
- Online payments would require processing fees effectively reducing the amount of dues collected
- More time is needed to determine best way to collect electronic payments (PayPal, bank transfer, etc) as well as increases in dues to offset processing fees
- Board agreed to table discussion of online dues payment until Fall 2019 with the goal of making it an option for 2020 membership drive.
- Advertising Membership
  - Membership emails and newsletter notices may go unnoticed, get missed by members/ potential members in day to day emails
  - Audrey suggested mailing membership details and applications as a physical letter keeps things 'top of mind' and may better fit into business' accounting processes (gives the business something to file with their check stub for their records)

*Motion to email all MABA members/ non-members about 2019 membership drive by January 31, a 'heads up/ look for this in the mail' notification – Sarah, Bev (2<sup>nd</sup>) – All approve; motion carries*

*Motion to mail all MABA members/ non-members a flyer highlighting membership benefits and application in early March – Sarah, Bev (2<sup>nd</sup>) – All approve; motion carries*

- Email will be sent from MABA administrator email, possibly endorsed by MABA Secretary or better yet, the Vice President (responsible for driving members) – to be confirmed.
- MABA administrator (tentatively My Digital Conversion) is responsible for creating an 8.5" x 11" flyer that outlines membership benefits (value proposition) for March mailer; mailing should also include membership application (something with member details that can be filled in and mailed back with payment)

*Motion that MABA Board should be sent any communications and materials for final approval before they are sent to members or potential members – Sarah, Scott (2<sup>nd</sup>) – All approve; motion carries*

- Membership Benefits/ Value
  - Sarah asked if MABA had defined membership benefits that the flyer should highlight, i.e. what you get in exchange for your dues
  - Bev reviewed the MABA mission statement and presented the results of the September 'Vision and Planning' meeting where attending members noted their top 3 preferred initiatives/ projects:
    - 10 paper votes – Downtown Experiences, i.e. 4<sup>th</sup> Friday, Themed Walks or Events requiring ticketing, Guided walks/ loops around topics of interest

- 9 paper votes – Promote to Tourists, i.e. give hotels and B&B Marietta brochures, host B&B and hotels, create packages for tourists and market
  - 6 paper votes – Sponsor a themed run
  - 4 paper votes – Business Learning 'Breakfast Series'/ 'Lunch and Learn', i.e. bring in speakers on topics important to members, offer to non-members at a fee
  - Bev also mentioned importance of running/ supporting Marietta events:
    - Marietta Day – MABA's main fundraiser activity chaired by Bob with help from Brittany Garner, Pat Shinkosky, and MABA admin
    - Support other events like the combined Historic Marietta Bike Race and Marietta Fireworks
      - In 2019, both events will happen on July 6, 2019
      - Organizers are looking for continued participation from the community to help support a larger combined event, possibly including elements like:
        - 'Beer Garden' – working with Freddy States and Marietta Borough to understand open container laws and permit requirements (and obtain Borough approval)
        - Music stage with quality local bands
        - Corn Hole tournament
        - Bounce houses attracting families with kids
  - Audrey mentioned it would be great to get more people involved in these events – volunteers tend to be the same 30 people in town each year and with more ambitious events, we'll need more support.
  - Sarah suggested developing a value proposition for members/ potential members that help clarify 'what's in it for them' and help garner more excitement/ engagement in being part of MABA (and get them involved/ actively participating in projects and events); given the varieties of business' that are/ could be members of MABA, it might not always be clear how MABA's initiatives and actions help support their businesses directly.
  - Bev asked Sarah to work on a draft of the value proposition and for all board members to seek out MABA members and non-members to ask them about expectations of MABA and what they see as MABA's role; we'll discuss at the February meeting and refine the value proposition as needed
- Other Topics:
    - Marietta Brochures – Marietta brochures are now available; we'll talk about distribution of the 750 brochures next meeting but if brochures are needed in the interim, see Bev.
  - Next Meeting
    - Tuesday, February 5, 2019 @ 8:30am at Union Community Bank
  - Meeting Adjourned