

# Medway Business Council Executive Meeting Minutes

## September 11, 2019

**Date & Location:** September 11, 2019 at Murphy Insurance Agency, Medway

**Present:** Wayne Texeira, Julie Dennehy, John Parrella & Tom Reardon

Call to order – 10:06 am

**Approval of Minutes** – Reviewed minutes of 7/10/2019 – minutes accepted as presented

**Reviewed Treasurer Reports** – reviewed reports and accepted as presented

- Discussed time to renew insurance policy for MBC. Motion made to renew insurance through Murphy Insurance Agency. Wayne Texeira abstained from voting. Unanimously approved by other board members.

**Program** –

- Confirmed arrangements for September 18 BBQ are in order; Liz Shea will talk about ShopMedway Ambassador for October; speaker Jessica Chabot from Oak Grove Zoning Taskforce
- Discussed ideas for October. Town is having ribbon cutting on October 16 at 10AM. Very pleased that EDC and others listened to our feedback regarding the originally proposed event. Believe that this type of recognition is more appropriate. Hope to work with EDC and other town government officials on other ways to encourage doing business locally and economic development for existing businesses as well as new businesses.
- Discussed the Banner approval process that has been going on in Town
- Decided to see about having a Lunch event a Mickey Cassidy's on October 17. Networking event no specific speaker. Julie to coordinate the details and report back.
- November discussed trying to have speaker for Breakfast meeting. Senator Spilka's office has been communicating. Difficulty in getting her to come given schedule, but we will continue to try.
- December at TC Scoops? Will confirm.
- Discussed looking into having a joint networking event with MACC...no specific action taken

**Membership** –

- Tonia has sent out invoices, and is working on developing an Ambassador group
- Need to work on a plan for calls to be made to follow up
- Membership growth is key.
- Discussed past membership levels; we've had some years with gains and others losses but rather level. Want to try to grow more. Discussed if our program and meeting offerings are what people want.

- Discussed #ShopMedway as of some confusion that was brought up at Board of Selectmen related to Banner approval. Discussed if we should change name to be #BuyLocalMedway or something else. In the end, agreed that #ShopMedway has a catchier ring to it, and people shop for services as well as retail, and people generally get the idea. The key is for us to develop more involvement. Julie filled in the Board about ShopMedway Ambassadors. Liz Shea has been recruited to be Ambassador to do a “take over” and manage posts, etc. for a month. Goal is to have the Ambassador recruit his/her replacement for the next month. Hope this is a way to get more involvement.
- Discussed not limiting the content on the #ShopMedway to MBC Members Only but to allow any business to submit info and post. Good recruitment tool for new members and having more activity will benefit members. Also discussed, keeping the ShopMedway Coupon page as a members only offering to keep some unique value for members of MBC. Agreed that this is a good plan....for \$95.00 membership it's a great value for our events, listings, ads in newspapers and shopmedway.
- Wayne sending current membership list out to Julie

#### **Communications –**

- Julie and Wayne will work on communications for October Event

Meeting adjourned at 11:05 am