

Medway Business Council Executive Meeting Minutes

May 20, 2020

Date & Location: May 20, 2020, conference call

Present: Wayne Texeira, Julie Dennehy, John Parrella, Jennifer Powell, (Scholarship Committee Chair) Clinton McHoul, (Board Members-elect) Laura Logan, Art Prutsalis, Faina Shapiro, Liz Shea

Conference call number: (978) 567-4622 Code 1937

Call to order: 4:05 p.m.

1. Approval of Minutes: received and approved as submitted.
2. Treasurer's Report: received and approved as submitted.
3. Board Succession – Welcome by Wayne and Julie.
Julie thanked outgoing board members, and Wayne provided a brief recap of events and developments of the years since he became President of the board, for the benefit of new board members.
4. Scholarship Committee Report by Clint McHoul
Five applications were submitted and are in the process of review by the committee. 3 of the 5 will be selected. The results must be in by Friday (5/22) to Chris Borden at the high school.
5. Communications
 - a. Advertising – June 1 Ad in Medway Millis News
Idea to use ad to promote membership for 2020-2021 between now and June 15 and perhaps over the summer? The ad shown by Wayne Texeira was approved by the board.
 - b. Vote to continue our cooperative ad campaign for next year: the new board will discuss this at a separate meeting in the fall.
 - c. Discuss an idea for reopening support for Medway businesses/advocacy: Julie Dennehy has been researching ideas other towns are using. Liz Shea and Faina Shapiro made additional suggestions based on their experiences with #ShopMedway. Julie referred back to an idea discussed earlier this year (pre-Coronavirus) – in conjunction with the Mill Shops in Medway, offering ice cream (via Tina Chemini/TCScoops) at the Mill to promote MBC.
 - d. Shop Medway: there will be a separate #ShopMedway subcommittee meeting.
 - e. Website: to be discussed at a future meeting
 - f. Emails: to be discussed at a future meeting
 - g. PR: to be discussed at a future meeting
6. Programming
 - a. May 6 – Zoom – LinkedIn Program recap: Attendance very good (approx. 21 attendees). Suggestion: let's consider charging for future Zoom workshops if we do more of them.
 - b. June 17 Annual Meeting planning
 - i. Format: Via Zoom? We will discuss via email choosing a time of day. Who will host? Liz has offered her business Zoom account. We revisited the possibility of the MBC purchasing a business account for Zoom (\$15/month).

- ii. Order of business:
 - 1. Welcome
 - 2. Treasurer's report, and recognitions if applicable
 - 3. Voting
 - 4. Speaker (from the Town or SBA? Wayne is investigating options)
 - 5. Quick recap of the MBC's efforts to promote local business during the year.
- c. Start discussing our fall plans/dates
 - i. September BBQ "with a side of social distancing". We don't yet know what the Coronavirus situation will be.
 - ii. October, November and holiday party – Julie will email the board to work out dates; it's still not certain if these meetings will be in person or webinars.
- 7. Membership
 - a. Ambassador Group
 - b. Prospective Member Outreach:
 - i. Follow-up with individuals who attend events but aren't members
 - ii. Calls to nonmember businesses. List on Google Docs to be divided among volunteers, after Wayne reviews/edits the list.
- 8. General discussion:
 - a. The Town's Economic Development Committee is looking for a volunteer from the MBC to participate in the committee.

Meeting adjourned at 5:11 p.m.