

## Medway Business Council Board Meeting — Minutes July 1, 2020 — 12:00 p.m.

Location: Online (Zoom) Meeting

Present: Julie Dennehy, Wayne Texeira, Liz Shea, Laura Logan, Tonia Marin, John Parrella, Faina Shapiro, Art Prutsalis. Absent: Tom Reardon

Meeting called to order: 12:00 pm

1. Welcome—Julie Dennehy
2. Review minutes of June 2020 annual meeting. Minutes approved.
3. Julie gave the board an overview of the **MBC Tracker** document she set up on SmartSheet.com. The sheet details MBC activities for the upcoming year. The tracker includes tasks by category, with specific board members assigned. Tasks and assignees will be updated as needed.
4. Wayne observed that a lot of inquiries come in through email, but with different questions. Julie, Wayne, & Liz will receive the inquiry emails; Julie will redirect to the appropriate board members as needed.
5. Wayne/Julie will work on bylaw updates and update checking account to swap Liz Shea in for Tina Chemini, who has stepped off the board.
6. **Treasurer's report:** John Parrella reports no major financial changes since our annual meeting in June. New members in June: M.E. O'Brien and Sons Inc., Bird & Bear Collective, Two Moms Painting and StretchFit Life and Salera Home Solutions most recently. Parrella to follow up with unpaid member applications and #ShopMedway team to schedule to spotlight on social media with post/video.
7. **Discussion of June annual meeting recap/upcoming meeting schedule:**
  - Wayne: Benefit: networking meeting via Zoom is a no-cost way to attract new members. Gives people an opportunity to be involved and help expand the network.
  - Wayne noted that another networking group has held meetings with members and guests. Members get the contact info of all attendees after the meeting; guests do not. It's a carrot to attract members. Members also get a website link in the directory.
  - Julie suggests we focus energy on revenue resulting from new memberships using a combination of free and paid programs instead of revenue reliant on large in-person programs. General consensus is to alternate monthly meetings between programming and moderated networking.
  - Liz says membership is a good way for area businesses to get some exposure and a good way for us to attract members.
  - Laura provided an overview of how Pepperlane shapes their networking sessions as a sort of mutual learning; they provide a questionnaire before the meeting to help participants focus their thoughts.

- Wayne suggested we present a solid framework for Zoom networking meetings to support other small business owners who may be uncomfortable with freestyle networking or who may appreciate input on the meeting format.
  - Faina suggested that some of the classes she offers (not all real estate-related; organizing, for example) might be good springboards for networking discussion.
  - Discussion of different approaches for networking opportunities: workshop style, short class style. Members discussed a themed approach to meetings, to meet different business needs.
8. **Membership:** Wayne suggested it might be a good idea to buy an email list to look for Medway businesses. He will look into the cost of acquiring a full contact list for Medway businesses; need board vote to approve. (See additional discussion about this under Item 7). Tonia will continue to send out invoices at renewal time.
9. **Economic Development Council (EDC):** Art Prutsalis, liaison to EDC, gave an update:
- Art met with members of the EDC in June. Keith Peden chairs this town-appointed committee. Barbara St. Andre is the town employee in charge of economic development. There is no budget for the Economic Development Committee.
  - There is no comprehensive list of all businesses in Medway. EDC discussed a *virtual Medway Mall* as a comprehensive list of all businesses in Medway.
  - EDC would like to figure out which entity is best equipped to compile the list plus attract & retain businesses in town. What's working? What are the challenges?
  - Discussion about targeting the top 15 businesses in town to see what they need. Do a survey; extrapolate those answers to see if there's a way to address those needs.
  - What are we doing to attract minorities to Medway?
  - Art would like to know how many businesses are in Medway? How many employees in Medway? How many are members of the MBC?
  - Group discussed that there are a variety of people who are in business for themselves but aren't officially registered as businesses in town.
  - Meanwhile, Faina Shapiro is also working with Director of Communications for the Town of Medway, Sandy Johnston, who talked with the Assessor about getting a list of businesses in town.
  - \*\*The MBC board agreed that we should take a leadership role in this effort to create and "own" (host on our website) one list of active businesses in Medway, allowing home-based businesses to opt out.
  - Liz also suggested we consider building a **#ShopMedway** app for access to this list.
  - Julie shared our shared Google sheet of MBC current, past, and prospective members we have used for membership and organizational purposes. We have more than 800 companies on this list and about 50 of them are MBC members.
  - Consensus is that MBC should be the group to compile and organize the comprehensive list of businesses in Medway.
  - Wayne will get a quote on getting a list for comparison (see Item 6).
  - Liz suggests putting a pitch on social media to attract new members.
  - Julie asked if MBC is OK with listing non-members on the MBC website.
- Unanimous approval.**

10. **Cooperative Ad Campaigns:** Unanimous decision to continue cooperative ad with both Local Town News and with MyFM 101.3, a radio station based in Milford. One-sheeter sent previously to the board and attached to these notes. Julie reminded the board that MBC members are eligible for short shout-outs on-air by contacting Tom McAuliffe, GM, tomwmrc@gmail.com.

11. **September BBQ:** Set for September 16<sup>th</sup> at the VFW. From 5:00-7:30pm and is booked with Andrea Crow Henry at Pangea Cuisines. Andrea will work with the town to meet any special board of health requirements.

- a. Julie has invited Medway Town Manager Michael Boynton to come to be available for member business questions and he has agreed to attend.

12. **Fall Programming:**

- a. October: female entrepreneur empowerment program is being set up by Liz Shea. New member Erin DeFoyd of Bird & Bear Collective will be the speaker/host.
- b. Julie asked for ideas for other speaker/program ideas for the fall
- c. Liz Shea suggested a diversity/inclusivity theme for an upcoming meeting. Julie is researching resources.
- d. November: TBA
- e. December: A cause-focused holiday party with a local charity. Ideas welcome!

13. **Brainstorming:** Julie asked members to review the shared SmartSheet MBC Tracker for ideas and updates.

14. **Donations** from annual meeting to add to #ShopMedway:

- a. Luna's Flowers
- b. Muffin House
- c. 45 Restaurant
- d. Molly's Apothecary
- e. Medway Café (from Julie)

15. Meeting adjourned 1:20pm.