



**Medway Business Council Board Meeting — Minutes
September 9, 2020 — 12:00 p.m.**

Location: Online (Zoom) Meeting

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

Meeting called to order: 12:00 pm

1. Welcome—Julie Dennehy
2. **Treasurer’s report:** reviewed & accepted. Reviewed reason for liability insurance; payment approved.
3. **MBC Scholarship:** Tom will get scholarship recipient info from Clint.
4. **#ShopMedway:** Liz Shea says we’re getting more views on **#ShopMedway**. Looking for more Medway businesses to highlight. Liz will offer to make a short video or photo montage of local business owners. Julie suggested Tom Reardon do a short video on preparing your heating system for cold weather; Tom agreed. Wayne also offered to do an interview with Liz. John Parrella says we received a \$25 gift card from Damon Financial to Restaurant 45 for the September giveaway. Liz will let John know who the winner is, and he’ll send it to them.
5. **September:** September 16 is our MBC Barbeque. It will be at Medway VFW, done takeout style. Town Administrator Michael Boynton and Barbara St. Andre of the EDC will be there; Selectman Glenn Trindade may also attend. Julie suggested that we bring some extra disposable masks in case anyone shows up without a mask. Julie will review the catering bill with the caterer to get a better estimate of the cost.
6. **Programming.** October program plans: pairing up with Bird & Bear Collective to talk about entrepreneur empowerment. Looking into reserving Thayer House for the October 21 event. November meeting topic: marketing. December holiday party @ TC Scoops? Julie will check with Tina.
7. Newspaper cooperative ad campaign is continuing; last one was in June – Wayne will update the ad and submit it for October publication.
8. **Membership.** 10 new members joined over the summer. **ACTION ITEM:** Board members will reach out to new members:
 - Faina will contact Tracy Malcolm, Anne St. Vrain, and Melinda Currul
 - Liz will contact Dede Mill, Kristen Salera, Erin DeFoyd, and Heather Cohen
 - Wayne will contact Lisa Goldman, Mark Smith, and Meaghan O’Brien

> We have a membership renewal coming up; Tonia will send out renewal reminders. We also now have an updated membership list that includes about 850 businesses in Medway; Wayne acquired a list of Medway businesses and went through the list to get a comprehensive list of members past, present and potential. Wayne will write a blog about



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membership & send out an email to all of our members. For membership renewal, Tonia will review the list and send out renewal invoices. Board members should work from the list Julie has posted. **ACTION ITEM: review the list to see if there are any businesses we know are no longer operating in Medway and send Julie an update.**

Members/former members/nonmembers are highlighted. Julie will divide up the list so we can contact [lapsed?] members for renewal once we know who has renewed.

9. **Economic Development Council (EDC):** Art has not heard anything back recently from the EDC; we will move forward to develop a comprehensive directory of Medway businesses.

- > Nonmembers will get a plain listing. MBC members will get a more comprehensive listing, much like what we have on the MBC site now.

- > Wayne has asked John Haddad to look into how/whether we can have MBC members listed at the top of the site. Wayne suggested we ask John H. for a quote for this work, since it goes above and beyond basic website maintenance. We want to have search capability and category sorting. Liz recommends asking John H. if he can spruce up the website. Wayne suggests we put together a wish list on website upgrades, then ask John for a quote. **ACTION ITEM: send Julie suggestions for a wish list for website improvement/upgrades.**

10. **Advocacy.** Julie & Liz participated in a conference call with Senator Spilka. Julie has joined a Facebook group of regional business council leaders to share ideas. We're not listed in the Metrowest visitors bureau; Julie's going to work on getting us listed there and in other state/regional directories.

- > Conversation with Medway Cultural Council about beautifying 109 & support local businesses. Murals? Paint utility boxes? Talked about pocket parks to have some public art at plaza & Medway Commons.

- > Julie talked with director of Salmon [Willow] retirement village, who wanted a one-sheet list with info about Medway; it turns out that Medway doesn't have one (yet).

- > October 5 at 7:00 pm is next Board of Selectmen meeting. Julie will go to provide an update on what MBC is doing. Faina will try to go as well. It's a public meeting; everyone is welcome.

11. Liz will put a reminder of the MBC BBQ on Facebook & #ShopMedway.

12. Julie asked for someone to write up a reminder of upcoming meetings; take the blog post and send it to the local papers. **ACTION ITEM:** Board members can email her to volunteer.

13. Meet adjourned at 12:45 pm.