



Medway Business Council Board Meeting — Minutes

October 14, 2020 — 7:30 a.m.

Location: Online (Zoom) Meeting

Present: **Julie Dennehy, Wayne Texeira, Liz Shea, Laura Logan, John Parrella, Faina Shapiro, Art Prutsalis.**

Absent: **Tom Reardon, Tonia Marin**

Meeting called to order: 12:05 pm

1. Meeting minutes

Minutes of October meeting accepted.

2. Treasurer's report - John Parrella

John reviewed treasurer's report of recent activity. Current account balance is healthy.

It's membership renewal time; we hope to have more renewal fees coming in soon.

3. Membership update - renewal time! – Tonia (not present at today's meeting)

Board discussed that it's renewal time; we should expect renewals to start coming in soon. Need to know if Tonia has sent out renewal reminders yet.

Wayne will send out invoices for outstanding renewals; Julie will send him the list.

4. Economic Development Liaison update: Art Prusalis

Restaurants: how support local restaurants? Promote Medway restaurants (Restaurant week?) in a time when it's particularly slow for restaurants. Original discussion was to do it in April/May; Julie says January/February are super-slow for restaurants.

Suggestion is that Medway EDC lead this effort, and that MBC support them. Art will follow up with Barbara St. Andre.

Art will survey restaurants to see which time frame is better, and if they'd like to offer something specific during the promotion.



5. #ShopMedway update - Liz/Faina

Liz: Discussing creating some graphics by category to promote #ShopMedway holiday shopping. Julie suggested Faina look at Millis Public Forum (FB) for ideas for promoting/encouraging shopping.

Liz: Will post graphics with links to local businesses. Julie has another graphic Liz can post.

Wayne suggests running a contest: share this post, be entered to win a gift card.

Julie suggests the whole board share these posts to boost business.

Liz says Post reaches have increased in the last month, with weekly/twice weekly posts.

Liz will share local business promotions (once she gets responses from members).

Wayne suggests Liz write a blog post we can put on the MBC site; it will get emailed to members on Friday.

7. Directory update: Wayne

Wayne still working on updating the directory.

<https://medwaybusinesscouncil.org/business-directory/>

There will be 2 different directories on the website: members/nonmembers. Member list will have more content/info than listings for nonmembers. There's an email form for people to send in corrections to their listings.

Directory includes an upsell for nonmembers to join.

Also: links to #ShopMedway for cross-promotion between MBC & #ShopMedway.

Board (& members, town) should promote the MBC directory on #ShopMedway.

Wayne will send board the test link for the updated director.

Question for board: What content do we want on the home page? How to update it? Julie has a list of suggestions and will send it to Wayne.



8. Program review:

Oct. 21: Leadership/Empowerment at Thayer House

Post-Mortem: Good turnout, 2 new members.

Bird and Bear Collective owner Erin DeFoyd was guest speaker on Entrepreneurship & Empowerment. Ads on ShopMedway, Facebook, & more.

Liz said Erin DeFoyd really enjoyed participating and is looking forward to future events.

Discussion at the event about what motivates/propels them in their business. Good discussions;

Liz said the deeper conversations at live events will make MBC stronger. Faina says we should do more of those (when possible). John P. said Thayer House was a great location for the event.

November 18: Video marketing/social media via Zoom (Due to Covid-19 & gathering restrictions).

Julie will be presenting; she has 2 new video examples of what you can do with Canva. She'll discuss how to do marketing on a shoestring budget.

Liz Shea will talk about how easy it is to use iMovie.

Holiday party: December 16 Holiday Party will be via Zoom, in light of the governor's new Covid-19 regulations.

Will include a video greeting from Sen. Spilka. Why don't we ask our other local representatives to send a video greeting as well?

Charge "Pay what you can" at the "door" and donate proceeds to Medway Food Pantry or another town charity.

Reviewing list of potential recipient charities. Board will review list and vote.

9. Promotions for the New Year: TakeOut Tuesday (ex.); promote town restaurants and other businesses. Start in December, then do a giveaway in January. Participants can send in a picture of their receipt (with sensitive info blocked out). Random drawing for \$21/day for 21 days. We'll



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brainstorm this to get it going. Suggestion for participants to also take a selfie at the restaurant/shop and post it to MBC FB page & tag #ShopMedway.

12. Membership: Reinforce with members that they can help boost membership.

Liz reinforced that the Zoom programs are a good thing to keep doing, especially during Covid-19. Anyone can attend.

13. Next board meeting is December 9 at 7:30 am.

13. Meeting adjourned at 1:12 pm