



Medway Business Council Board Meeting Minutes

December 9, 2020 — noon

Location: Online (Zoom) Meeting

Present: **Julie Dennehy, Laura Logan, Art Prutsalis, Wayne Texeira, Liz Shea**

Absent: **Tom Reardon, Tonia Marin, John Parrella, Faina Shapiro,**

Meeting called to order: 11:59 am

Next meeting: January 13th at 12 noon

1. Meeting minutes

No quorum at beginning of meeting; will approve November and December minutes at the next board meeting. All meeting minutes through October are posted on medwaybusinesscouncil.org.

2. Treasurer's report - John Parrella

Membership renewal income is \$1900 and meeting fees only \$75; expenses are only \$280.86. We are very healthy financially. There is more than \$17K in CD/MBC scholarship fund. Want to talk about how to spend some \$ in the community in 2021 to support small businesses.

3. Membership update - renewals – Julie/Tonia

Member renewal are completed: nearly all current members renewed. **We have more than 80 members on our membership list**, with a few new members last month: Above & Beyond Business Tools, The Willows/Salmon Health, MyFM (renewal), Medway Animal Hospital, Good Feels Inc. (cannabis product manufacturer), and Permanent Makeup By Joyce. There are only a few un-renewed members; board members volunteered to reach out to them.

4. Economic Development Liaison update on Medway Restaurant Week: Art Prutsalis

Julie and Art are working together to survey the restaurants (Art completed) and then provide a one-sheet on the Medway Restaurant Week concept for EDC committee review.

5. #ShopMedway update - Liz

Liz posted a spotlight video for new member Jenna Stone of Primerica, which received over 200 people (reach). She also created a restaurant-specific graphic promoting #ShopMedway (buy local GCs) for the Facebook page, and promoting the directory. She received one Luna's GC for the next monthly giveaway and is looking for more. Local businesses can also Venmo/Paypal Liz/Faina and be a #ShopMedway gift certificate sponsor – we do the GC buying for them!

7. Directory update: Wayne & John Haddad

Directory is up and running, and Wayne has access to Google Analytics to assess the traffic on the directory. Liz went through the list to update it by noting businesses no longer active, and we need to continue to promote it on #ShopMedway and Friends of Medway FB page.

We can do a direct mail invitation to showcase the MBC and invite people to join. Wayne got an economical quote for a mailing and we will finalize in January.

The directory's URL is <http://www.medwaybusinessdirectory.com>.

Kudos to Wayne and John Haddad for making this come to fruition.

**8. Program review:****November 18 Video marketing/social media via Zoom**

Julie & Liz did a Zoom presentation on video marketing and social media with a small but engaged turnout. We can certainly do this presentation again if needed.

December 16 Holiday Party will be via Zoom and will include a LIVE greeting from Sen. Spilka. We have four gift cards to give away from Luna's, Restaurant 45, The Muffin House via Faina Shapiro/Berkshire Hathaway, TC Scoops and a \$150 GC from Direct Tire. We will promote them prior to the party. Julie has some icebreaker games for the group to play. Admission is \$5 for members, \$10 for nonmembers with the money donated to local charities via the Medway Lions. The party also promoted Coats for Kids coat drop-off at the Lions Club trailer at Medway Plaza; Lions will distribute donated funds.

January 27th – Virtual Networking: Inspiration from unlikely places.

Laura will lead a virtual networking event seeking to create new connections. Let participants present one challenge/need/question for the group to address. Everyone can contribute suggestions.

February 10th – Guest Speaker/Member Brian Brady, Above & Beyond Business Tools

Date tentative. Topic being formed by this member who handles payment processing tools and payroll solutions that give back. April will see credit card fees increase; A&BBT has a solution for fighting unfair credit card fees and streamlining your system. TC Scoops and All Fur Love are current clients of his.

2021 Annual Meeting: Wednesday, May 15, at Restaurant 45.

Speaker possibilities? Reach out to local VIPs to join the annual meeting.

9. Newspaper Cooperative ad campaign—December ad: Wayne

Half page ad looks great. See addendum to these minutes.

10. Next board meeting is Wednesday, January 13, at noon.

11. Meeting adjourned at 12:58 pm

12. Upcoming 2021 board meeting dates:

Wed. Jan. 13 noon

Wed. Feb. 10 7:30 a.m.

Wed. Mar. 17 noon

Wed. Apr. 14 7:30 a.m.

Wed. May 12 noon

December Ad in Local Town Pages:

December 2020
Medway & Millis Local Town Pages www.localtownpages.com
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Medway High School Senior Lillian Woodard Recognized by Massachusetts Association of School Superintendents

Medway High School senior Lillian Woodard has been presented with the Massachusetts Association of School Superintendents (M.A.S.S.) Award of Academic Excellence.

The M.A.S.S. Award of Academic Excellence is presented by the superintendent to a deserving student in each school district throughout Massachusetts. To be considered for the award, the student must be a member of the senior class with a cumulative GPA that places them in the top fifth percentile of their class. The nominee must also consistently demonstrate traits of leadership, social responsibility, respect for their fellow students and involvement in various aspects of the school community.

Woodard has excelled in both academics and extracurricular activities while at Medway High School. She has maintained above-average grades throughout her academic career while taking Honors and Advanced Placement courses. She is a member of the National Honor Society and has previously been awarded the Rensselaer Medal of Excellence for excelling in challenging math and science curriculums, while also planning to continue in strong math and science courses in her senior year. She has also received Awards of Excellence in Chemistry, World Language, English Language Arts and Mathematics.

Woodard has been a member of the drama club for the past

four years and has participated in the school musical. She is also a three-year member of the International Thespian Society, an honor society for theatre students. Woodard is additionally a member of Women in STEM, the Math Team and the Science Olympiad. She has also participated in the Veteran's Project during which she interviewed a local veteran and presented the interview at an event in honor of Veterans Day.



From left: Superintendent Armand Pires, Lillian's mother Sylvia, Senior Lillian Woodard, Lillian's father Eric and Principal John Murray. (Photo courtesy Medway Public Schools)

A new online tool to help you shop local in Medway!

MedwayBusinessDirectory.com

This interactive directory lists every business in Medway so you can #ShopMedway to find local goods and services.

Doing business locally helps build a stronger community.



Own a business?
Check your listing for accuracy.

www.medwaybusinesscouncil.org
www.shopmedway.com
www.facebook.com/shopmedway

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- 365 Digital
- Aliquots Catering
- B. Luxe Hair & Makeup Studio
- Berkshire Hathaway HomeServices Page Realty
- Bisinet Technologies
- Charles River Bank
- Classic Properties Realtors
- ClubZ! Tutoring & Test Prep Services
- Damon Financial, LLC
- Dennehy Public Relations
- Direct Tire and Auto Service
- Enchanted Memories Travel — Ellen Hillary
- EPCO
- Exelon Generation
- Gardenia Home Design
- Jennifer Powell Art
- Kenney & Kenney Attys at Law
- Liscombe & Parrella, PC
- Local Town Pages — Our Town Publishing
- Luna's Flower Shop
- M.E. O'Brien and Sons Inc.
- Medway Animal Hospital
- Medway Block Co.

- Medway Oil and Propane
- Muffin House Cafe
- Murphy Insurance Agency
- My FM Media — MyFM 101.3
- Neighborhood Wrench
- Orangetheory Fitness
- Pangea Cuisines
- Paramount Industries
- Popularis Construction
- R. P. Marzilli & Co.
- RE: WORK Editing
- Reardon HVAC
- Reardon Properties
- Richardson & Company, P.C.
- Russo Insurance Agency
- Salera Home Solutions, Inc.
- Smith Septic
- Smiles and More
- Spencer Technologies
- StretchFit Life, LLC
- T. C. Scoops
- The Bird & Bear Collective
- Tim Rice Photo
- Top Notch HVAC, Inc.
- Town of Medway
- Two Moms Painting

Thank you for supporting these MBC members!

Visit #ShopMedway for discounts, coupons and more reasons to shop locally at these and other Medway businesses.