



Medway Business Council Board Meeting — Minutes
February 10, 2021 — 7:30 am

Location: Online (Zoom) Meeting

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

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

Meeting called to order: 7:42 am

1. Meeting minutes. Reviewed; approval pending.

2. Treasurer's report: John Parrella sent it ahead to board members. Account balance is healthy. One new membership. Scholarship payments have gone out to all 4 recipients. Balance is in a healthy place.

How to spend our marketing dollars? Wayne suggests we consider a membership mailing, digital ads. Wayne suggests doing ads to promote MBC and the directory. Another idea: let members pay for ad at top of MBC directory.

3. Membership update:

Amy Arnpriester: donated a Medway “02053” pillow to use as a giveaway at a future contest.

Brainstorm on how to get people to use the directory: contests?

New member spotlights to do: Medway Animal Hospital; Tracy Malcolm of StretchFit;

Newspaper cooperative ad: still running. Next ad in the spring (before annual meeting).

New Members:

Team Rice - Ellie Rice

Lisa Goldman, Medway Animal Hospital

Tracy Malcolm, StretchFit, 508-533-5401, stretchfitlife@gmail.com

Mark Smith, Smith Septic, 774-248-4793, smithseptic1@gmail.com

Dede Mill, Club Z! Tutoring and Test Prep Services, 508-533-1959, clubztutoring@comcast.net

Anne St. Vrain, 365 Digital, 617-407-5502, aswase@yahoo.com



Minutes of Medway Business Council Board Meeting 2/10/2021

Kristen Salera, Salera Home Solutions, 774-277-1865, kristenannesalera@gmail.com (new as of today via Liz!)

Erin DeFoyd, The Bird and Bear Collective (774) 277-1324 birdandbearcollective@gmail.com (also Liz's referral!)

Meghan O'Brien, O'Brien and Sons, meghano'brien@obrienandsons.com, 508-359-4200 (renewal)

Melinda Currul, Two Moms Painting, twomomspainting.com, 617-304-6654, melindacurrul@gmail.com (unpaid)

Jenna Stone, Primerica joined 10/20, jenna.stone@primerica.com

Brian Brady Get Beyond

4. PROGRAMS:

March 10: Jenna Stone on “How Money Works”

FORUMS:

March 1: noon networking

RECAP January's networking meeting: Laura gave a recap of the January event.

Wayne will ask John Haddad if there's a way to have 2 registration streams on the site.

Ask Sandy Johnson if she can put our meeting notices on the town billboard.

Upcoming events: Erin with Bird & Bear is willing to do other events with us in the future.

April?

Question: Can we host events out of town? Bird & Bear has moved their store to Holliston. MBC will be happy to promote her event, but MBC events will remain in Medway.

Discussion: better to hold meetings in Medway; promote Medway-owned businesses.

5. Economic Development Liaison update on Medway Restaurant Week:

MBC reached out to town restaurants; not sufficient response to hold Restaurant Week in February; only 3 responses so far. Recommend postponing Restaurant Week until April to get full participation. MBC could promote upcoming Restaurant Week during February/March to promote new date for Medway Restaurant Week - April 25-May 1.



Minutes of Medway Business Council Board Meeting 2/10/2021

MBC members are encouraged to help contact local restaurants to help promote Restaurant Week. Wayne suggests that maybe Charles River Bank can contact restaurants on behalf of MBC.

Julie's been working with MyFM to brainstorm how else we can work together. Tom McAuliffe, station general manager, came up with a plan for a multi-chamber campaign to include a radio "Spotlight on business" show, discounted commercials for MBC members, and more. Julie will update board after first meeting in early April.

6. Advocacy: John Parrella sent a letter to our state legislators in underscoring the urgency of funding PPP.

Via Liz: MEDWAY MARCHES: (Martin Dietrich) Looking for collaboration to encourage businesses in town to support Medway Marches, & for Medway Marches to support town businesses. MM looking for support from local businesses (stickers in the window?). Maybe promote a way for town businesses to promote their inclusiveness.

Question: How does MBC put a spotlight on businesses that are inclusive? Does Medway Marches have programming that we can promote that have a connection to the Medway business community? Anything we promote has to have a connection to Medway businesses. Only about 20 MBC members have brick & mortar businesses.

Wayne notes that we're not a political action group, but we can promote events supporting equality and inclusiveness.

We will work with MM to draft a statement of diversity, equity & inclusion, show it to MBC membership, and post final statement on our website. Need someone to volunteer to take this on.

7. #ShopMedway update - Liz

Liz planning to do a new business spotlight for February.



Minutes of Medway Business Council Board Meeting 2/10/2021

8. Directory update: Wayne

John Haddad is going to do most of the updating to keep the file clean.

Going to try to get a permanent link from town to MBC directory (on all town pages, FB pages).

(See new business guide on town website.) Promote the directory at events.

9. Program review:

February: February 17 9:00 am: Brian Brady on “Beyond Covid: PPP Loans”

March: Jenna Stone, financial planner for March 10, 5-7pm

Financial Workshop hosted by Jenna Stone, Financial Representative

- Financial education workshop will cover Savings, Investing, Debt Elimination, and Income Protection
- “How Money Works” book will be given to each workshop attendee

Jenna will provide a complimentary, customized financial plan to each attendee at a later date.

Monthly Open Forums – “How MBC can help your business?”

Free networking adds value. Meetings will be held on the first Mondays of each month from noon to 1p on February 1, March 1 and April 5.

Note: need to post program info on website.

10. Newspaper Cooperative ad campaign: Wayne

Next cooperative ad: February. Then May.

Increase the size of the ad to make it more legible; keep it quarterly.

11. Next board meeting Wednesday, February 10, at 7:30 am

Subsequent meetings:

- Wed. Mar. 17 noon
- Wed. Apr. 14 7:30 a.m.
- Wed. May 12 noon

12. Meeting adjourned at 1:12 pm