



Medway Business Council Board Meeting — Minutes
January 13, 2021 — noon

Location: Online (Zoom) Meeting

Present: **Julie Dennehy, Laura Logan, Liz Shea, Tom Reardon, Art Prutsalis, Wayne Teixeira, John Parrella, Wayne Teixeira**

Absent: **Faina Shapiro, Tonia Marin**

Meeting called to order: 12:12 pm

Next board meeting Wednesday, February 10, 7:30 am

1. Meeting minutes. Reviewed & approved.

2. Treasurer's report - John Parrella provided December treasurer's report; account balance is healthy and income from membership fees is as well. Expenses include buying gift cards for the January "21 Days of Giveaways" promotion, coop ad in Local Town News for December, and MBC scholarship payouts after students verify fall semester attendance.

3. Membership update – We have few new and renewing members in December and updated membership letters to include new townwide directory listing. Tonia offered to do another mailing (postcard or letter). Wayne recommends emphasizing the benefit of being in the directory. Local Town Pages gave us a quote of \$.85/piece for a letter mailing (all costs included). Board voted to approve an expenditure of approx. \$600 to do a membership acquisition mailing. Julie recommends including in the letter a way to opt out of the directory if the business is closed.

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

Barbara at EDC plans to discuss Restaurant Week next week. EDC member Zack Knowlton will assist Art in surveying the restaurants to see how they would like to get involved in this special promotion.

5. #ShopMedway update - Liz

"21 Days of Giveaways" promotion is going great so far and Liz planning to do a new business spotlight for February on a new member – either Brian Brady, Jenna Stone or new salon Moxie.

6. Directory update: Wayne & John Haddad

John Haddad is updating the directory regularly.

Website traffic up 21% from 2019-2020. Lots of positive indicators in the tracking analysis.

There's been a little lift to traffic into the new year. The directory is getting the bulk of the hits, followed by #shopmedway. Julie has asked the Town of Medway to add a tab on their website and promote the directory on Facebook. (See new business guide on town website.) Promote the directory at events and as much as possible.



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7. Program review: We have speakers lined up for the rest of the year:

January: Laura will lead a networking meeting on January 27 from 5:00pm-7:00pm. Promotional blurb to come.

February: Brian Brady, GetBeyond.com on Small Business Commerce

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

Financial Workshop hosted by Jenna Stone, Financial Representative. Workshop will cover Savings, Investing, Debt Elimination, and Income Protection and free “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.

April: Estate planning

May: Annual meeting

In addition:

Hold free “MBC Monday Open Forum” monthly add-on meetings to get feedback on how MBC can help your business and allow business owners to network/ask questions. Free networking adds value. Noon-time meetings might be better on the first Monday of each month, noon-1p. Dates: February 1, March 1, April 5

8. Newspaper Cooperative ad campaign: Wayne

Next quarterly cooperative ad: February and May. Increased ad size for legibility.

9. 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

10. Meeting adjourned at 1:12 pm