



**Medway Business Council Board Meeting — Minutes
August 25, 2021 — 8:00 am**

Location: Online (Zoom) Meeting

Present: **Julie Dennehy, Liz Shea, Wayne Texeira, Laura Logan, John Parrella, Clint McHoul, Kristen Salera**

Absent: **Tonia Marin, Tom Reardon**

Meeting called to order: 8:03 am

1. Program Updates:

- **Moving September meeting from 9/8 to Thursday, Sept. 16, 5-7pm at Thayer Homestead.** Erin from Bird & Bear Collective will be guest speaker, sharing her story. Goal is to make it an energetic, inspirational meeting, especially for those just starting a business or thinking about it. Plan for networking activities.
- MBC has agreed to help promote the Job Fair at Medway High School on Wednesday, September 15. Info on MBC Facebook page and MBC website.

2. Welcome to Clint McHoul and Kristen Salera as official members of the board. Kristen will be working on streamlining meeting organization, from speaker to setup & breakdown. Clint will continue to manage MBC's Scholarship Program as a board member.

3. Upcoming programs: Brainstorm on potential speakers. Clint McHoul offered to do a retirement planning panel along with John Parrella. We will look into a location for the meeting: Charles River Bank, Medway VFW, Thayer House are possibilities. Considering October 13th or October 20.

4. Medway Master Plan:

Some members of the MBC board (Kristen, Liz, Julie, Laura) participated in a Medway Master Plan meeting, hosted by former board member Faina Shapiro. Provided input in support of local businesses.

5. Scholarship:

Clint will reconnect with Chris Bordon regarding status of last year's winners, and will work on promoting scholarship program for next year. Last year, the number of applicants was very low because of remote learning.

Question about whether to change to scholarship amounts. Last year's grants were all the same amount, three winners at \$750 each. We are also reconsidering what information will be required in the application (e.g. FAFSA, essay, etc.). Clint has forwarded the MBC Scholarship outline to board members post-meeting.



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Vote on scholarship amount: Unanimous decision to establish 2 scholarships in the amount of \$1,000 for 2022 forward.

6. Treasurer's report: John sent report to board, and shared status. In good shape at this point.

7. #ShopMedway and MBC Marketing:

- Facebook and Instagram: Liz has been profiling MBC new members to keep MBC in the awareness of local businesses.

8. Membership: We have gained about a dozen new members over the summer. Some long-established Medway businesses have joined MBC, but we need a more formal role here. We need a membership ambassador to promote MBC to local businesses. Looking for an MBC member to take on that role; does not need to be a board member. Wayne points out that most membership recruitments take place through direct contact with prospects. Our annual mass mailing is planned to recruit new members.

Phone calls will go out in October to connect with members who haven't yet renewed their membership. Wayne and John are working on formalizing this process.

9. Media Partnerships: Cooperative ad campaign continues in Local Town News; all new members have been included in the print ad coming out in September.

10. Next board meetings: 9-10am, Wednesdays, on Zoom:

- September 15
- October 20
- November 17

11. Meeting adjourned at 8:53 am.