



**Medway Business Council Board Meeting — Minutes
October 20, 2021 — 9:00 am**

Location: Online (Zoom) Meeting

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

Absent:

Meeting called to order: 9:23 am

1. Welcome and check-in

2. Approve meeting minutes from the last board meeting

Clint: Scholarship. We're doing 2 \$1,000 scholarships instead of 3 @ \$750. Meeting minutes approved once this change is made.

3. Treasurer's report

John summary: Positive balance of approx. \$25,000. Membership dues still coming in. John things we should make calls to members who have not yet renewed. Julie will divvy up the list and members will call/email to encourage members to renew. Wayne encourages folks to make a phone call first, then follow up with an email and another phone call. Better communication touch. Julie will create a QR code that links to the payment page on the website. We can include it in the communication email.

We got a request for a donation to the MBC holiday parade. Moved & seconded to donate \$250 to the parade committee.

4. President news/updates, advocacy update ("MBC in the community")

Been promoting Medway's Master Plan.

Goal: increase MBC membership. Julie will also share a prospect list with members to encourage other local business owners to join MBC. Julie needs some help with publicity. Thanks to Liz for helping with programming; to John for handling the finance end; to Wayne for helping with meeting organization. Thanks to Wayne for getting membership renewal invoices out with John's help.



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We need to recruit new members and work on retaining/engaging current members. Need to get more info on what members are doing. When calling members, ask them what's new and what are they up to?

Need to keep an eye out for a membership person and a publicity person.

OTHER: We supported a Job Fair at Medway High School.

5. VP/Program news/updates

Clint: October's event was sparsely attended, but those who did attend were engaged. He was the presenter and thought it went well. He does think the more people we can attract, the better the events will be.

Julie suggests we use November as a membership drive and promotion, skip a November meeting/event, and focus on our holiday party. Restaurant 45 is available for the holiday party. Do some fun raffles, giveaway activities.

Meeting could be in January. Liz and Kristen argue for December, that people will be less inclined to spend money and go to a party after the holidays.

Wayne suggests a passed hors d'oeuvres event rather than a sit-down dinner; Clint agrees.

Alternate ways to get people together: brown bag lunch with networking; informal meet-up to do some networking. Wayne suggests Mickey Cassidy's for a lunchtime meeting.

Julie will ask about holding events at the Willows? VFW an option?

6. Membership report - new members, member drive

See above.

John's been updating the membership list on the Google Drive; he'll send us a new link.

7. Marketing report - coop ads, #ShopMedway, website, directory

Coop ads continuing; will need to update next one with new members.

Members need to renew by November 1 to be included in the December ad.

Wayne will look at the marketing pitch letter to send out. We have already approved the funds to do the mailing.



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We approved putting MBC on paper placemats in town; that's in progress.

WMRC Quest for the Best Contest: MBC ad is toward the middle; good visibility for MBC.

8. Scholarship update

Will update program to reflect 2 scholarships at \$1,000 each.

Clint will check to see what the timing is for the scholarship application to go out. Julie suggests we make the application accessible to parents so they can encourage their kids to apply. We should finalize the application and post it on the MBC website as well as mention that it's available at their school. Maybe get a testimonial from past recipients or even a picture with a blurb about how they used the scholarship \$.

Wayne suggests we send out PR about the scholarships. Liz will join Class of 2022/2023 to help spread the word about the scholarships.

9. Challenges and wins for this month

Challenges: get lapsed members to renew; recruit new members.

10. Next board meeting: 9-10am, Wednesday, on Zoom:

- November 17

11. Meeting adjourned at 10:15 am.