



**Medway Business Council Board Meeting — Minutes
November 17, 2021 — 9:00 am**

Location: Online (Zoom) Meeting

Present: **Julie Dennehy, Liz Shea, Laura Logan, John Parrella, Kristen Salera, Wayne Teixeira**

Absent: **Tonia Marin, Tom Reardon, Clint McHoul**

Meeting called to order: 9:05 am

1. Welcome and check-in

2. Approve meeting minutes from the last board meeting

October minutes approved for posting.

3. Treasurer's report

A couple expenses for the month: Community Farm gift basket; holiday parade.

Membership renewals are trickling in. Scholarship fund in good shape. John says we're at about the same place we are this time of year.

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

Julie supporting promotion town's master plan in conjunction with the Economic Development Committee with updates on MBC website; adding community/town updates on MBC FB page; avoiding emailing the membership unless it has a direct MBC connection.

Medway Community Farm asked for a gift basket donation; Julie put one together for the Community Farm event. Gift basket included gift cards from local businesses — both members and non-members (encouragement for non-members to consider joining).

5. VP/Program news/updates

Nov. 30: collaboration event with Milford Chamber of Commerce, 5-7pm. Julie is encouraging members to attend the event and take a couple members/ non-members with them. This replaces an end-of-year MBC holiday event.

Things for next year:

JANUARY 5 12-1:30 pm - MBC Holiday Lunch at Restaurant 45

A time for our members to reconnect and network over a friendly holiday lunch.

FEBRUARY AFTER HOURS. Do not plan during Feb. 21-25 school vacation.

Alternative: Zoom networking and webinar



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MARCH – Head Shots and Handshakes at b. Luxe. 5:00-8:00 pm. MBC Charitable donation amount and recipient TBD.

APRIL AFTER HOURS networking at the Sanford Mill Building - need help planning a mill-hosted after hours to get more Medway business owners to network and join MBC. Looking at first week of April, perhaps Tuesday 4/5. Avoid Tax Day, Good Friday and Passover (all 4/15), Easter (4/17) and Do not plan April 15 (Good Friday)-April 22 (school vacation).

MAY Annual Meeting - Restaurant 45 best option - maybe Monday 5/16 or Thursday 5/19. Will check out school and holiday calendars.

6. Membership report - new members, member drive

Kristen has approached a number of non-members; says she gets a lot of “What’s in it for me?” push-back. Some businesses tell Kristen they find no value in becoming MBC members.

Kristen has also gotten negative feedback from some Medway businesses about MBC events being hosted by certain businesses; they did not see the value of the presentation. They felt it seemed more like a promotion of the business than an offering of information.

Wayne points out that membership is a community thing. Part of membership is giving back/being part of the community.

Julie points out that MBC is about supporting local businesses; advocates for local businesses; provides the local business directory.

Liz points out that membership is about supporting the business community.

John observes there are 2 main groups of potential members: some join but don’t participate; others don’t join because they don’t see any value in membership.

Can we do a digital frame for promotion? Bumper stickers, static clings, membership certificates not so popular.



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Julie went through our membership list to review members who haven't renewed yet, and emailed them; got a fairly good response with renewals.

Julie asks that each board member contact at least 5 lapsed/non-members on the membership spreadsheet to see if we can generate more renewals/memberships.

We have 4 main business hubs; need to encourage more business to become members:

- Medway Place
- Medway Commons
- Medway Mills
- Industrial Park

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

Wayne handling coop ad, getting together a mailing to members/non-members.

8. Scholarship update

Scholarship fund in good shape; see Treasurer's Report.

9. Challenges and wins for this month

Wins: more member renewed

Challenge: need to get more lapsed members to renew, and need to get lapsed members and non-members to renew/join.

10. Next board meeting: Live

- **December 14 6:00 pm dinner meeting at location TBD.**

DISCUSSION POINT FOR NEXT MEETING: Speaker for Annual Meeting

Perhaps: How to recruit new workers & address DEI. Do we know any local recruiters?

11. Meeting adjourned at 10:23 am.