



**Medway Business Council Board Meeting — Minutes
June 22, 2022 — 8:30 am**

Location: Muffin House Café, Medway

Present: **Julie Dennehy, Liz Shea, Wayne Texeira, Laura Logan, John Parrella, Kristen Salera, Tom Reardon, Paul Saia, Joyce Boiardi**

Absent: n/a

Meeting called to order: 8:27 am

1. Welcome and check-in

Welcome to new board members Joyce Boiardi and John Saia.

2. Approve meeting minutes from the last board meeting: approved

3. Treasurer's report (see separate document)

John suggests we consider raising membership dues. Fund is currently down about \$800. (Question: should we rename the scholarship CD? We use money from our general fund for scholarships and don't reimburse the general account from the CD.)

Currently, CD funds available in August without penalty. Paul suggests we consider putting CD funds into a money market account.

Joyce suggests renaming CD the enterprise fund so it doesn't appear to be tied to only scholarships (since scholarship funds come from the general fund now anyway). Joyce suggests considering a treasury bonds (I-Bonds) for some of the CD funds.

Is there anything in the bylaws that specifies the rules regarding the CD? Wayne suggests we do a review of the bylaws. Planned for the fall, with a full membership vote to occur at our next annual meeting.

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

Julie is in her last year as president; suggests we discuss a succession plan. She's moving to Framingham but will remain engaged with MBC.

5. VP/Program news/updates

Fall BBQ: Medway Community Farm 9/7 at 5:30. Pangaea will cater. Kristen will oversee/captain event.

October 6: Organizing. Event at Popularis. "Finding your dream space"

Nov: want to do an after-hours networking event (at CRB?) Nov. 9?

Dec: holiday party at Thayer; catered. Julie will get the permit application; will show Joyce the process.



6. Membership report - new members, member drive

Wayne moves: Raise dues to \$125/year as of September 30. Unanimously approved.

Wayne points out we've been doing advertising, which provides value.

Promote rate lock-in through August. Paul has some ideas for prospecting new members.

Paul: Membership Ideas

New members: create on boarding process to make new members feel welcome

Reach out to business councils in the area to get an idea of best practices

Existing members: (currently 64)

—proactively reach out to current members to keep them connected

Follow up on earlier survey

Prospective members: Paul requested DBA list from town; would like to reach out to those businesses. Also to Inc, LLC, etc.

Also wants to focus on the other business areas of town; enlist members to help with referrals.

What can we use as incentive to get people to reach out to businesses in their areas?

John thinks the onboarding process is the key thing. New members don't know what's available to them, what the benefits are.

Paul would like to send out an onboarding kit to new members. Need ambassadors to help promote MBC. Wayne thinks making direct contact (in person, on phone) will help keep new members engaged and recruit new members.

General agreement that personal follow-up will engage more members.

Julie provides overview of current new-member welcoming process; Paul Saia will start with new member onboarding.

Paul asks: send an email: Why should I join MBC? (Use that as springboard for prospective/new/existing member engagement).

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

Wayne took out print ads in May & June; will do another in September.

8. Shop Medway

Liz: focusing on highlighting new members, renewals, and board members — whoever needs promotion. Shooting for one a month. The posts take effort to create.

Liz has made a visual calendar that she'll share so people can see what events are coming up. Gift card giveaways not working; considering raffling off tickets to events.

**9. Community**

KRISTEN:

Medway Master Plan has finished focus groups.

Feedback on development, police & fire, open space, senior housing.

Zoom meeting June 27 7pm. Julie will share meeting info with the board.

Kristen has joined Substance abuse prevention coalition. That group wants to know how to communicate with the business community.

Wayne: we can share info on the blog on website, plus social.

Julie: put resources on the website to make info available to the larger business community.

10. Next board meeting: TBA**11. Meeting adjourned at 9:46 am.**

Medway Business Council

Treasurer's Report

June 22, 2022

Checking Account balance as of	5/3/2022		\$ 6,505.53
INCOME:	DESCRIPTION	AMOUNT	
	MEETING FEE RECEIPTS	635.00	
	MEMBERSHIP DUES	285.00	
		<hr/>	
	TOTAL INCOME FOR PERIOD		920.00
EXPENSES:	DESCRIPTION	AMOUNT	
	ck 182 Sujith Atluri - MBC Scholarship	750.00	
	ck 183 Medway Community Farms Inc	350.00	
	ck 184 Restaurant 45 - annual meeting	826.64	
	ck 185 Our Town Publishing - Medway Pride Day passports	85.00	
	Paypal fees	18.27	
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	TOTAL EXPENSES FOR PERIOD		2,029.91
Ending Checking Balance	6/22/2022		\$ 5,395.62
Certificate of Deposit as of	6/22/2022 Scholarship Fund		<hr/> 17,429.84
Total Account Balances	6/22/2022		<hr/> <hr/> \$ 22,825.46