



## **Medway Business Council Board Meeting — Minutes April 12, 2023 — 8:30 am**

Location: Online (Zoom) Meeting

Present: **Julie Dennehy, Laura Logan, Joyce Boiardi, Paul Saia, Kristen Salera, Liz Shea**

Absent: **John Parrella, Wayne Texeira, Tom Reardon**

Meeting called to order: 8:37 am

### ***Welcome and check-in***

### ***Approve meeting minutes from the last board meeting***

Minutes to be approved 5/10

### ***Treasurer's report***

No treasurer's report submitted

### ***President news/updates, advocacy update ("MBC in the community")***

- Advocacy: Medway Community Farm Day April 26 1-4pm.
- May: Annual Meeting May 17 at Restaurant 45
- Board meeting 5/10
- Medway Pride Day, May 20: We'll be sharing a tent with the town EDC (Economic Development Committee) We'll be giving away Medway Community Farm gift cards and using our "Passport" we have given out in the past.

### ***VP/Program news/updates:***

- **April 26:** MBC has offered to work at the Medway Community Farm from 1-4:00pm
- **May 17:** Annual Meeting at Restaurant 45, 5:30p. David Broyles and Karyn Rhodes of Complete Payroll Specialists will speak on recruiting and retaining good employees.
- **Medway Pride Day (May 20):** We are a community sponsor and are sharing a table with the Town of Medway EDC. Members are asked to volunteer for a two-hour shift (10-12, 12-2, 2-4p).
- **September BBQ** planning is in the works at Medway Community Farm.

### ***Membership report - new members, member drive***

**From Paul:** Talking with manager of the new apartment complex on Main Street

New member: Tom Strachan has a software program (Service Buddy) to help tradespeople manage their projects with clients. Julie has created a Q&A and will create a spotlight on this new member.



## ***Marketing report - coop ads, #ShopMedway, website, directory***

Looking for a member who can help with #ShopMedway and social media. Wayne will be handing over the Local Town News quarterly ad; need someone who can handle that.

## ***Succession Plan***

Slate mostly set, ~~but we still need someone to take on the VP spot.~~ (edit 5/9) We do need to present a slate to the membership by 4/17. Members asked to reach out to membership body and potential members to join/serve.

Julie spoke with John Drohan, former director of the Holliston Business Council and now with the Town of Holliston, who validated our challenges. He said the Holliston Business Council is now defunct because they had similar membership/attendance issues and have consolidated their work into the town's economic development committee. Julie spoke with Wayne; his local business council is having trouble growing the membership as well. Attendance, membership, and participation seem to be down in many communities. For discussion: should we consider joining with the EDC to promote Medway business? Where would be the dividing line between official town business and MBC business/advocacy? We must try to get leadership on board to sustain our organization.

Regional Chambers of Commerce: (Metrowest Chamber of Commerce (Framingham to Ashland and beyond), United Chamber of Commerce (Attleboro area), and TriValley Chamber of Commerce in Milford area all are competitors for our Medway business membership dollars. They all have paid staff.

MBC members should join one or all of these to recommend the Medway Business Council as an additional way to meet people and recruit local members. One suggestion was to perhaps talk to the Milford Chamber (now TriValley) and collaborate with Millis as well, which doesn't have a business council. Medfield has MEMO, their own business organization.

Separate business:

Do we have anyone in the membership who could help with social media?

## ***Scholarship update***

Paul will check with Clint McHoul about the progress of the scholarship process.

## ***Next board meeting: 8:30-9:30am, Wednesday, on Zoom:***

- May 10

***Meeting adjourned at 9:34 am.***