



**Medway Business Council Board Meeting — Minutes
February 22, 2023 — 8:30 am**

Location: Online (Zoom) Meeting

Present: **Julie Dennehy, Wayne Teixeira, Laura Logan, Kristen Salera, Joyce Boiardi, Paul Saia, Tom Reardon**

Absent: **Liz Shea, John Parrella**

Meeting called to order: 8:33 am

1. Welcome and check-in

2. Approve meeting minutes from the last board meeting
approved

3. Treasurer's report

Julie presented an overview of the treasurer's report. Bank & CD balance good.

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

Succession plan: Anne Sherry from Charles River Bank has agreed to step into the president's role for next year.

Paul Saia, Kristen Salera, Tom Reardon, & Laura Logan will remain on the board next year. Will need to check in with Liz Shea to see if she'll be able to continue.

Wayne is stepping off the board but will be available for consults. Joyce Boiardi will not be able to continue on the board but is happy to help out if we need her.

We still have two open positions on the board.



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5. VP/Program news/updates

ShopMedway page now open to all to post; hoping to generate more traffic.

January meeting went well; Julie took video where the police chief offered a lot of good security advice.

Upcoming Meetings:

March 1: Headshots & Handshakes with Tim Rice Photography

April 26: MBC has offered to work at the Medway Community Farm for a few hours one day in April. Scheduled April 26, 1:00pm-4:00pm

May 17: Annual Meeting. David Broyles and Karyn Rhodes of Complete Payroll Specialists will speak on hiring and retaining good employees. Meeting will be at Restaurant 45.

Medway Pride Day (May 20): We will have a table; Julie will provide the tent. We'll be raffling off Medway Community Farm gift cards. Asking board members to volunteer for an hour or two. Julie will make a flyer for upcoming events that businesses can post. Board votes to be a sponsor of Medway Pride Day.

6. Membership report - new members, member drive

Getting inquiries about new membership from people setting up their businesses.

Medway Community Farm is a member of MBC. (Todd Sandstrum).

Shear Magic has new ownership; Joyce suggests we reach out to her to see if she'd like to join MBC. Rehka _____. (Paul will reach out to her.)

From Paul:

Paul's put together a mailing to send to people on the DBA group, and another mailing to welcome our new members.

Paul idea: New member spotlight. Invite a new member to the board meeting to join the Zoom briefly to introduce themselves and their business. Use this as a part of our MBC onboarding process. Could be a good way to find new board members. Paul will invite a couple of our new members to join the March meeting.



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Laura will create a short bio sheet to give to members to fill out for a member spotlight.

Wayne suggests we broaden it and hold a brief Meet & Greet. This could be good for the membership in general.

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

Still doing a quarterly ad in Local Town News, which gets delivered to all households.

Wayne investigating digital, targeted advertising.

Liz has suggested we spend a little money on Facebook & Instagram ads, to for a particular time period for a targeted audience. Julie suggests we try this just before our Headshots & Handshakes event in March.

Julie suggests that starting on April 1, we should do some promotion on Facebook & Instagram to boost posts for MBC AND #ShopMedway,

8. Scholarship update

Clint McHoul will continue to oversee the scholarship program. Application for this year is posted and available.

9. Next board meetings: 8:30-9:30am, Wednesdays, on Zoom:

- March 8
- April 12
- May 10

11. Meeting adjourned at 9:34 am.