

**Medway Business Council Board Meeting — Minutes****June 20, 2023, 3:30 pm**

Location: Ann Sherry's home, Medway

Present: Ann Sherry, **Julie Dennehy, Laura Logan, Paul Saia, Tom Strachan, Mike Billeri, Tom Reardon**

Absent: **John Parrella**

Meeting called to order:

1. Welcome

Ann welcomes everyone.

2. Introductions

Ann's been involved w/ the business council since the mid 90s. Was president 2000-2005.

Dave Schofield, Murphy insurance.

Laura Logan, secretary

Julie Dennehy, past president

Mike Billeri, Libery Mutual

Tom Reardon, Reardon HVAC

Paul Saia, Charles River Bank

Ann Sherry, president

3. Board Member Roles/Responsibilities



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4:04 pm

Mike Billeri asks for clarification on communication duties. He says we need to have regular communication. Suggests more structure for regular communication. Maybe partner with other groups on collaborative events in town?

Ann suggests that anyone who sees something of note going on in Medway business, post it on our FB page, Instagram – once someone's given it a review. Anyone know someone in MBC who could handle social media?

Julie. Our social media:

Website w/coupons.

If we have a post on the website, it gets pushed to MailChimp and gets emailed to the MBC membership.

Email: Julie's used our email list to reach out to members who've been to previous meetings to encourage them to come to the next meeting.

Social media;

MBC FB page

ShopMedway page: to encourage people to shop in Medway/use the services of Medway businesses.

Instagram: for ShopMedway

LinkedIn: Julie says not many members use it.

Town: Sandra Johnson (sp): She pushes out

Ann asks if Julie would be interested in taking on any of the PR tasks. Julie no longer lives in Medway and will be moving out of state, so she says she'd rather we find someone new and help out as needed.

Paul's been working with people on membership.

He joined a year ago. Works on prospecting. Ann's son Joe is helping review and clean up the membership list; working with Mike.

Prospecting for new members

Connecting with/onboarding new members.

Reaching out to new members



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He has an action plan for membership, which he'll email to the board to review. We'll discuss it at our next meeting.

He's also been working on supporting the annual renewal/invoice process to help retain current members.

Paul follows up inquiries with an email.

Paul says we need to connect with new members to keep them engaged.

To do: set up new group email for board.

Mike Billeri:

Met with Liz to discuss what worked well and what didn't. Met with Wayne to learn how to use MailChimp. Has website info. Met with Joe (Ann's son who's home from college) about cleaning up membership list.

Paul suggests we reorganize the member/prospect spreadsheet. Need to add categories to membership list to match the prospect list.

Ann suggests we meet with John Haddad to discuss access, backups, etc. He provides the hosting. We need to get background info on website.

Tom Reardon: Still president of the Tri-Council Chamber of Commerce. He highly recommends we go to their meetings to make some more connections. Ann suggests exploring what Tom might contribute; Tom's happy to help out with making connections with people, maybe work on programming.

Tom's enthusiastic about networking.

Dave asks about documents; all on the Google drive.

Ann asks about documentation: Laura only records what's discussed at the meetings. We don't archive emails.

Tom Strachan is willing to help Paul with prospecting. Julie suggests any prospecting in August for the September meeting, note that the October email/letter is renewal time.

Discussion: networking ideas. Discuss strategies/techniques for better networking. Plan to discuss in-depth at a future meeting.

Educational events: real or virtual? Food for thought.

Ann suggests a summer meeting to brainstorm ideas for programming and membership.



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4. By-Law review for next Board Meeting

Need to discuss change to by-laws regarding voting at annual meeting. Look at responsibilities for each position and determine if the bylaws need an update.

a. Elections/voting/virtual vote options

b. Other

5. Membership

a. Database update

b. Email with special offer

6. Future Meetings & Events for Members

a. Details of September Meeting

b. Suggestions for programming



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- i. Networking

- ii. Social

- iii. Educational

- iv. Virtual In-person

- v. Other ideas

7. Other

8. Adjourn: 5:02 pm

9.