



Minutes of Medway Business Council Board Meeting 10/18/2023

Location: Zoom

Present: **Ann Sherry, Laura Logan, Paul Saia, Dave Schofield, Mike Billeri, John Parrella, Julie Dennehy**

Absent: **Tom Reardon**

Meeting called to order 8:32 am

1. Welcome
2. Review and approval of Minutes of September 20, 2023 meeting. Approved.
3. By-Law Review & Updates
 - a. Elections/voting/virtual vote options (Input welcome from all board Members)
 - b. Modify content regarding board roles
 - i. Laura is reviewing Secretary roles and suggesting rewording of other sections. Members will provide feedback by Nov. 3.
 - ii. Add to XI. Section 2: will form committees as needed.
 - iii. Board members will add their thoughts on the bylaws and return them to Laura by Nov. 3 in preparation for the next meeting.
 - iv. Financial
 1. We need a board vote to make Treasurer, President, & VP authorized signers on the MBC bank accounts.
 2. All expenses up to \$1,500 need to be approved by at least 2 authorized signers. All expenses over \$1,500 require approval by a majority of the MBC Board.
 3. Board votes to approve points #1 & #2.
 4. John Parrella has access to the PayPal account.
 - c. Written Communication (update to include electronic means)
 - d. Expand meeting/voting guidelines on how members can submit their votes. (Email? Video conference?)
4. Programming
 - a. Feedback on recent MBC events
 - i. September 20th Fall Kickoff Meeting at Medway Community Farm: very scenic, enjoyable event.
 - ii. October 11th meeting with Michael Boynton: well-attended, informative. Good venue (Restaurant 45).
 - b. November 15th - Lunch & Learn with John Parrella, CPA: Potential Tax Credits for businesses and individuals. This will be a free event for members, cost for nonmembers. Topics include:
 - i. Employee Retention Tax Credit



Minutes of Medway Business Council Board Meeting 10/18/2023

- ii. Work Opportunity Tax Credit
 - iii. Credit for Employer-Provided Childcare Facilities and Services
 - iv. Child and Dependent Care Credit
 - v. Credit for Small Employer Health Insurance Premiums
 - vi. Retirement Plan Startup Costs Tax Credit
 - vii. Plug-In Electric Drive Vehicle Credit
 - viii. Enhanced Residential Energy Efficient Credits
 - c. Other 2023 events
 - i. December - Yankee Swap at local place with collection of items for local food pantries. Medway Mill can't guarantee us space for December. Last year's Yankee Swap was at Mickey Cassidy's. Would Kawaii have room for us? Do they have their liquor license yet? Guests would likely want the option of having a holiday cocktail. (Membership update: Mickey Cassidy's has not renewed; Restaurant 45 has).
Possible holiday party dates: Tuesday, December 5; Thursday, December 7.
Paul will check in with Kawaii to see what their availability is.
Ann will check back with John Green at the Medway Mills about event opportunities in the new year.
 - ii. Insurance Coverage – Early December Lunch and Learn? New Year?
 - d. Questions about having registration for 2 events at one time
 - i. John Haddad says website does not allow for this at this time
 - e. 2024 Ideas - Tour of business
 - i. Remodeling – office, home office, business, attracting customers, making a first impression, etc.
 - ii. New Year/New You – Event at Medway Mill with Chat Noir, Faith in Beauty, Molly's Apothecary, etc.
 - iii. Spring Health & Fitness Social event – cooking class? Wellness? Health? Nutrition?
 - iv. Happy Hour – PJ's; VFW & Cousins Lobster; CraftRoots Brewing (Milford)
- ### 5. Membership
- a. Membership renewal update - Paul and John
 - b. New Members
 - i. Kawaii – new business in town
 - ii. Dave & Paul: Solicitation of prospects by email/phone (10 outreaches a week, approx.)
 - iii. Also reaching out to members who haven't renewed
 - c. #ShopMedway – Benefit for MBC members? Other options? During COVID, we opened #ShopMedway to all Medway businesses whether they were members or not. Board is considering whether we should readjust access to #ShopMedway as a member benefit.



Minutes of Medway Business Council Board Meeting 10/18/2023

- d. Help is needed for website updates. Right now, the membership spreadsheet and website directory are not linked. If members renew and update their information, it doesn't update across sources. Mike Billeri is working to get the membership spreadsheet updated and is checking data against what's on the website.
 - e. Keeping info up to date on spreadsheets, website, google docs.
 - f. We have membership info in spreadsheet, MailChimp, Google docs, website. Julie & Ann recommend everyone on the board get the update email and we delegate updating tasks to board members. Julie asks if we can find a CRM vendor to help with importing/managing membership info.
 - g. Paul & Dave have been working on the membership list and prospect lists; they plan to update the Google doc monthly. Mike has access to the master prospect spreadsheet. Julie suggests we refine the process of updating membership information. Paul suggests we add Dave to the <<info>> email so he can stay in the loop on membership inquiries.
 - h. Julie will reach out to the membership to find someone to help out with social media.
 - i. Laura offers to keep the membership info updated. She'll work with John Haddad to update the coupons page.
 - j. Membership officially starts in June. Anne asks if we can prorate membership if people join late in the year. Julie says in the past, when people join late in the year, we've basically comped them that tail-end of the year and applied the membership fee to the upcoming year. (Note: We don't do summer programs.) Anne asks about the cutoff date/month. John Parella says that in the past, March has been the cutoff month.
6. Financial
- a. Treasurers Report (J. Parrella). We lost \$100 on the October 11 event (room fee). Otherwise, we would have broken even. The goal is to at least break even with events.
 - b. Questions about the goal of the CD account (scholarship only?) Ann says money was donated to the scholarship fund years ago with the express intention of the funds going to scholarships. Mike Billeri asks if that account can be used for anything else. Paul Recommends we set up a separate time to discuss the scholarship fund in more detail.
 - c. Paul will follow up with members who still have not renewed. He'll use a combination of email with a phone call follow-up. Julie says we want to be mindful of attrition and says Paul's work to retain members is important.



Minutes of Medway Business Council Board Meeting 10/18/2023

- d. Update on paying MBC for anything via PayPal not just link for an upcoming meeting. Paul & John will investigate.
7. Other: Paul will contact Laura to get her signature on bank paperwork.

Adjourn 10:05 am