Minutes of Medway Business Council Board Meeting 06/18/2024

Meeting Minutes from MBC Board of Directors Meeting, June 18, 2024

1. Meeting was called to order by Michael Billeri at 8:30AM.
2. Michael welcomed the newly elected Board members as well as the long-serving members continuing their service.
3. Review of the Secretary's Report was skipped, and Michael will follow up with Laura to review for next meeting.
4. Ann discussed the Annual Meeting and the MBTA Communities discussion, as well as the approved Bylaws. Need to get the Bylaws updated on the website. Mike to follow up with Barbara S. on why the Town of Medway MBTA Forum was cancelled.
5. Ann contacted Clint to confirm the winners of the MBC Scholarships. Elizabeth Kenney won the Peter J. Kenney Memorial Scholarship. Aiden Dietrich won the Medway Business Council Memorial Scholarship. Kelly to work with John H. to update website.
6. Mike reviewed the current state of the website and discussion of potential updates needed. Board agreed we should do some more outreach to get a new member spotlight. Ann mentioned she has been in touch with Felicia (new member), and she will follow up with her. Kelly to also take over primary responsibility for updating website with Ann as backup.
7. Event registration link needs to be updated from June event.
8. Website needs to be updated to include Instagram link and figure out what to do with the LinkedIn link.
9. Discussion on the annual fee of $125 suggests the board is comfortable with leaving as is for next year. Need more discussion on getting additional funding from businesses that would like to be event sponsors. Paul suggested we consider providing some sort of credit for members that provide referrals.
10. In terms of prospect cleanup, the suggestion from Kelly is to create some sort of master list using the various sources – Kelly to work with Paul, Alycia and Dave on this.
11. Ann indicated that there are some new regulations around email certification; she will review and determine what we might need to do for MBC to be in compliance.
12. For #ShopMedway we should consider sending a communication out to members to remind them of ability to post coupons.
13. Upcoming Events include the August 2024 YMCA Regional Networking Event on August 13th from 5:30-7:00. Kelly to update website and instructions for

registration. MBC will be a sponsor similar to last year where we will be asked to be a contributing sponsor to allow attendees to go for free.

14. Looking ahead to September 2024 event it was suggested we brainstorm about some sort of Fall Festival.
15. October 2024 event or future event ideas included wine tasting, seminar series, professional development workshop, training, Oktoberfest, spotlight business expo, business showcase, legal update, feature Luna's or Shear Magic?, potential for Middlesex as a host for one of these events; Kawai again for holiday event, setting goals for 2025, smiles & more.
16. Discussion on how much history to maintain on past meetings and events and team doesn't feel it is necessary to limit so we will maintain all history.
17. For membership we need to get a new BOD picture taken, need to update MBC brochure and add link to website.
18. Website has come up several times as we don't have access to everything and need to rely on John H. Need more discussion on whether we should migrate to a different platform.
19. Membership application suggestion was to add a checkbox for anyone interested in hosting an event or who would like a business spotlight.
20. Membership directory is confusing according to Paul, specifically the use of the *** should we consider a different approach? Mike's understanding is that this was done to default members to the top of the business listing
21. For the Blog – we need blog writers!
22. About Us section: need to review if we have updates based on by-law changes and make sure the new bylaws are posted and linked to this page on the website.
23. Any updates needed for founding/honorary members who have deceased?
24. Kelly worked with John H to update the Leadership Team.
25. Board Minutes & Financial Reports section last update was Jan 2024. Believe the intent was to post our monthly meeting minutes after approval – is there a reason we are not doing that?
26. Kelly to work with John P. and John H. to update with 2024 financial report.
27. Accomplishments section is stale; need to figure out who can access this and what to update.
28. Contact Us – not everyone is getting updates when submissions made, including Mike – can someone help him get them working as expected or not needed? Issue with firewalls expected.

29. Social media will be transferring primary ownership to Kelly with backup to Alycia and Ann.
30. Need to come up with a schedule for social media posts and how to access the LinkedIn page.
31. Mailchimp transitioning primary ownership to Kelly and Alycia along with training from Mike as needed. Upcoming campaigns will be for YMCA event. Also need to do contact cleanup based on work Kelly/Paul/Dave/Alycia doing for prospect cleanup.
32. Membership will be transitioning primarily to Paul & Dave with Dave taking over membership spreadsheet.
33. Annual Membership Drive will start in August so need to review at next meeting.
34. John P. presented Financial Report. Annual Meeting expected to be net 0; yet to transfer some of the PayPal $ to offset cost of restaurant.
35. Job postings discussed. Decided it doesn't make sense to list them on MBC site but idea of promoting member jobs and/or using LinkedIn would be good options.
36. My FM Media partnership – we need to follow up with Tom.
37. Innovation Pathways @ Medway HS – Mike to meet with Carly and report back for next meeting.
38. Next board meeting scheduled for 7/17 @ 8:30 AM.
39. Meeting adjourned at 9:35.