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**BOARD MEETING MINUTES**

**Tuesday, March 20, 2018 – Noon – Hudson’s Classic Grill**

1. **Roll Call/Round Robin**
2. **Roll Call**
   1. **PRESENT:**

* Frank Stabile, Chairman (Superior Oasis)
* Jenn Wallner, Treasurer (GMWWP, CPAs, P.C.)
* Ashley Krook, Executive Secretary (Superior Oasis, Days Inn)
* Tina Henson (Tru North Federal Credit Union)
* Michael Morgan (First National Trust & Wealth Management)
* Scott Patrick (Carpet Specialists)
* Alex Baysore, Guest (Great Lakes Radio, Inc.)
* Adele Jacobson, Guest (Honor Credit Union)
* Ernie Johnson, Treasurer (Marquette Township Board)
* Cindy Wiggins, Guest (Alpha-Omega Dental)
  1. **ABSENT:**
     + Peggy Loy (Century 21)
     + Todd Noordyk, Co-Chairman (Great Lakes Radio, Inc.)

1. **Consent Agenda**
   1. Approval of February 20, 2018 minutes
   2. **Treasurer’s Report**
      * Bank Statement Balances
      * Budget Report – Not much has changed since January. We did collect an additional $900 in income in February with 9 prior members paying their 2018 dues. Our actual results for 2018 now show $ 1400 in revenue; however, $ 400 of that is a reimbursement for the meals from the Energy saving seminar in October 2017. We have $ 1,000 in membership dues collected in 2018 and year-to-date, we have $ 4,400 collected in membership dues. We are ahead of last year.
      * Invoices to be Paid
        1. Ashley Krook: $ 106
        2. Great Lakes Radio: $100
   3. **Correspondence**
   4. **Motion made to approve consent agenda made by Michael Morgan. Scott Patrick supported. Motion passes unanimously.**
2. **Regular Agenda**
   1. **Motion made by Michael Morgan. Supported by Jenn Wallner. Motion passes unanimously.**
   2. **Membership**
      * **4** New and **47** total (New members – Zambons’, Tadych’s Super One, Alpha Omega Dental, Culver’s)
      * **Potential New Business List for 2018**
        1. Meijer Store and C-Store (Meijer Gas Station), Subaru Car Dealership, Beam and Barrell, UP Kubota, Gander Outdoors (opening in late February or early March), New Lash Parlor in old Curran Coffee Shop, Superior Chaga
        2. Ashley visited Fraco Concrete Products, Riverside Toyota and Honda Car Dealership, Ashley Furniture, Cosmo Prof (Cosmetology Supply Company), Sally Hansen Beauty Supply, and the Embroidery Store next to the Villa.
      * **Membership Drive –** Frank did suggest our current members and board members helping with visiting the new businesses in the community. He also asked that the board members/members follow up with us to let us know who they had visited. We do have 6 past members that have not renewed their membership.
3. **New Business**
   1. **Public Relations Discussion** – The $ 2500 donation that we committed to the underpass project that Jason McCarthy has done a lot of work on. We are donating; however, we would like to do a PR Event. We are getting a promotional check from Office Max to make up our check and after receiving it, we can then set up the event. Michael Morgan offered to help out with this.
   2. **2018 Community Profile Brochure Discussion** – Our 2017 contact, Larry Doyle, retired recently and we did get a new contact – James Larson. Frank did speak with him last week; however, James is on vacation this week. James Larson did say that he would start working on the brochure at the Mining Journal when he returned from vacation. He is planning on a meeting with the sales team. The sales team will then be selling the advertisements in the brochure. Frank will be emailing a letter of recommendation to the team who will then take the letter of recommendation to the local businesses to drive advertisement sales. All our members are listed in the brochure with a map and we are opening the advertising space to nonmembers. If there are any changes that you would like to see, please contact Ashley and/or Frank. Scott Patrick suggested changing the advertising space rates. For example, a member would get a reduced rate for advertising versus a nonmember advertising. We do need more information on the rates for the advertising spaces and we are waiting to receive that from the Mining Journal. Further discussion was had regarding offering reduced rates for members and how we would accomplish this with tracking. It was also suggested that the advertisement would be a good selling point to generate membership. An electronic copy of the brochure was also briefly discussed. There was a discussion concerning having two years displayed on the brochure versus having a display number. It was the Mining Journal’s opinion that we display years versus a volume number. Several other options were offered by other board members to include displaying both two years and a volume number. Frank said that he would relay those ideas to the Mining Journal.
4. **Unfinished Business**
5. **Catch the Vision/DDA Update –** Boots on the Ice (Boot Hockey Tournament at Lion’s Field) on March 24.
6. **Beautification of the Corridor –** Frank briefly touched on the MTBA adopting a roundabout and that we need further information on how to do so.
7. **Follow up on Joint Meeting with Township Board (Discussion)** – We did reduce the number of meetings to two a year. This years are on May 15 and November 20 and we will be notifying members of this meeting. The MTBA will be paying for lunch for attendees at the Township Hall. There was a consensus that we will be using a township restaurant to cater the lunch. We have used Hudson’s in the past. We have a $500 budget for these. There was a brief discussion on which restaurants to use and how to rotate the restaurants.
8. **Reports**
   1. **Marquette Township Business Association Facebook Page (Ashley Krook)** – Absent. Our last post was about the township sign ordinance which other members may not know about; that they can combine signs with other businesses.
   2. **Website (Todd Noordyk)** – Statistical update given by Alex Baysore. There was a total of 200 posts for 2017. 139,417 visits in 2017. 381,237 page-views in 2017. There was also a brief discussion on the relevancy of Facebook versus the web site with Alex offering insight on the difficulty of utilizing Facebook and the multiple variables involved in determining success of a Facebook page. Cindy Wiggins offered her opinion on how the Facebook page and the website often work in tandem with one of them promoting the other.
   3. **Marquette Township Board Treasurer (Ernie Johnson)** – The DDA Boundaries will be changed at the end of March and there will be a public hearing tonight about this, and this is at the top of the agenda. There are no taxes or anything associated with this; it’s just about changing the boundaries. The township does have a contract with the Sherriff’s department. The one thing they are talking about is when the township’s officer is called outside of the boundaries of Marquette Township, if it is not an emergency call, who is paying for the officer? Recreational passport grant will also be talked about tonight and will go out on bids to be finished this year. We have a request from Republic to support the repair of their dam. The DEQ is not enthusiastic about this, but Republic got enough support that they are going to move forward with dam repair. The township is now looking at road maintenance at this time; all reconstruction has been complete. They are currently looking at what roads need to be done. Subaru Car Dealership is supposed to break ground sometime this spring. Riverside Car Dealership has not heard anything definitive about the move yet. Meijer is opening in the middle to end of May and is currently undergoing a walkthrough with the Fire Department.
   4. **Marquette Township Planning & Zoning Administrator (Jason McCarthy)** – Absent.

**Adjournment: Jenn Wallner made a motion to adjourn. Scott Patrick seconded. Passed unanimously.**

Respectfully Submitted,

Ashley D. Krook

Ashley D. Krook, Executive Secretary