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BOARD MEETING MINUTES

Tuesday, September 22nd – 12:00pm –Comfort Suites

1. Roll Call

A. PRESENT:

- Frank Stabile, Chairman (Superior Oasis)
- Jenn Wallner, Treasurer (Tailored CPA's)
- Michael Morgan (First National Trust & Wealth Management)
- Tina Henson (TruNorth Credit Union)
- Jamie Gollakner (Honor Credit Union)
- Michelle Lajoie (Lost Creek Apartments/CAAM)

B. ABSENT:

- Dr. Cynthia Wiggins (Alpha Omega Dental Center)
- Chuck Williams (Media Brew) (Alex Bayshore)

C. GUESTS:

- Ernie Johnson
- Ryan Diederichsen

2. Round Robin

3. Consent Agenda

- Motion for Approval of August Meeting Minutes & Consent Agenda:** Michael Morgan motions, Tina Henson supports- motion passes.
- Motion for Approval of September Agenda:** Michelle Lajoie motions, Jamie Gollakner supports- motion passes.
- Treasurers Report:**
 - Bank Statement Balances as of August 31st, 2020:
 - Checking: \$2,036.31
 - Savings: \$9,333.05
 - Invoices to be Paid:
 - Media Brew: \$100
 - State of Michigan Annual Report: \$20.00
 - Sarah Stabile for Secretarial Services: August \$90.00
- Correspondence**

4. Regular Agenda

- Membership:** Total: 53
 - No members lost or gained
- Membership Drive:**
 - The drive starts in October. Our membership drive is very important because it is our only form of income.
 - We need to figure out more and better ways to let people know we are here. Any ideas, please email them or bring them up at the next meeting.
 - Flyer in with the water bill is an idea. Ryan said he could look into this for us. Maybe put something on the calendar that is included with the water bill.
 - Best way to get new business in the past has been direct in person communication.
 - Michelle suggested we discount the membership price for new businesses for the first year and discount smaller businesses.
 - This idea has been brought up in the past and it was decided that the membership price wasn't why people weren't joining, but more convenience of joining and not knowing what joining will do for them.

- e. We need to come up with new talking points and a script to explain to potential businesses what we are all about and what we have to offer them.
- f. Potential New Business List for 2021:
 - i. Shopko Optical
 - ii. Riverside
 - iii. Fit Body Boot Camp
 - iv. Rose's Dug Out
 - v. La Catrina Cocina Mexicana
 - vi. Harbor Freight
 - vii. Verizon
 - viii. Dunkin Donuts
- g. There is available space in the Verizon/Dunkin Donuts building

C. New Business:

- a. Mission and Objective Update- We have not updated our mission and objective in a long time; therefore, we need to refresh and revise what we have to more accurately explain our association.
 - i. This ties in with our membership drive and what we tell potential new members.
 - ii. Mike expressed that we are a voice for all members and businesses.
 - iii. Frank said we should be able to explain policies and zoning to our members.
 - iv. Michelle suggested a mentorship program for new members. This have been suggested before and liability has been discussed regarding this. We may need to grow a bit more to be able to offer these kinds of services. Maybe we can have more specific resources on our website to help members. Also, if members have specific questions, they could come to our board meetings and have them addressed. We have tried this before though and no one has come to our meetings. We also may not have the resources to answer all questions.
 - v. An annual report for the MTBA was suggested. This would explain more of what we do for members and what happens in a year for us.
- b. Committees within the board- Executive board would like to start up committees again, because too much is falling on the executive board. We would like to do a membership committee and a brochure committee right now. Two to three members in each.
 - i. Jamie and Tina volunteered to be co-chair people on the brochure committee- thank you both very much!

D. Unfinished Business:

- a. Beautification of the Corridor & MDOT 2021 US 41 Resurfacing Project/Corridor Improvements
 - i. This should be starting next year. All board members were emailed the newest corridor plans.
- b. Profile Brochure for 2021/2022:
 - i. We still have a lot of brochures left, so please let us know if you need more!
 - ii. The brochure is done for free.
 - iii. We need to decide if we want to have paper copies of the brochure still or if we want to stick to just an online form.
 - iv. We need to think of new and exciting content to put in the upcoming brochure. Please think on this and email with any ideas.

E. Reports:

- a. **MTBA Facebook Page & website (Sarah Stabile):**
 - i. Not much going on right now, have not received anything recently from members to post.
 - ii. Please let me know if you have anything you would like posted regarding your business.
 - iii. Will be posting the donation photo on the website and Facebook.
- b. **Catch the Vision (Ryan Diederichen):**
 - i. The events committee just met and they will be going ahead with the Christmas events as of now.
 - ii. November 24th at 6pm at the mall- Christmas lighting event. There will be some form of safe food and drink options. There will be one entrance in and one exit out to keep people safe and distanced.
- c. **DDA Update (Sarah Stabile via Brian Jensen):**
 - i. Review of By-Laws was deferred to next meeting
 - ii. Election of officers by unanimous vote of those present:
 - 1. Chairperson- Todd Noordyk
 - 2. Vice Chairperson- Rob Sved
 - 3. Secretary- deferred to next meeting
 - iii. Proposed City Fest temporary use permit application has been denied on public health, safety and welfare

basis.

- d. **Marquette Township Board Treasurer (Ernie Johnson)**
 - i. New manager, Jon Kangas, has started.
 - ii. 2021 Budget is ongoing.
 - iii. Revenue Sharing from State is down .2%.
 - iv. Township office is still closed to the public and conducting all meetings through Zoom.
- e. **Marquette Township Planning & Zoning Administrator (Jason McCarthy & Ryan Diederichsen):**
 - i. MDOT resurfacing project is a go for some time in spring 2021. MDOT is concerned about the budget, but they are still going to resurface.
 - ii. New businesses- Dunkin Donuts, Verizon, Harbor Freight, La Catrina, and Discount Tier.
 - iii. Fish and Wildlife Service is moving and building a brand new building.
 - iv. Planning commission is still working through draft plans for the marijuana facilities.
 - v. Considering some food truck amendments.

Motion to adjoin meeting: Jenn Wallner motions, Jamie Gollakner supports- motion carries.

Next Meeting: Tuesday, October 17th, 12:00pm- Location TBD