

**MBA Meeting 12/7/2017**  
**Murphys Historic Hotel**  
**8:30am**

**Attendees:**

Brian Tewksbury, Quest Capital (MBA President)  
Lynnie Woishnis, Twisted Oak Winery (MBA Secretary)  
Michelle Plotnik, Michelle Plotnik Architect (MBA Treasurer)  
Mary Radford, Guest  
Kevin McWeeney, Guest  
Aubrey Hanshaw, Marisolio  
Suki Tutthill, SNAC  
Michael C. Oliveira, Supervisor District 3  
Lacy Johnson, Kola Farms General Store  
Steve Gonzales, The Garden in Murphys  
Carol Roscelli, Murphys Community Club  
Sue Friedman, Old Timers Museum  
Becky Lanier, Creative Cookware  
Dana Milgram, ... and then some  
Michelle Stephens, Calaveras Business Resource Center  
Trudy Lackey, Mind Matters  
Conrad Levasseur, Ironstone Vineyards

Brian Tewksbury, MBA President, opened the meeting at 8:30 am and welcomed everybody. Review of monthly reports and minutes were postponed until the January meeting to focus on Open House and the proposed Landscape Project.

Brian asked for feedback on this year's Open House. The response was generally very favorable. Volunteers continue to be a problem but it all worked out well thanks to our firepit volunteers, Sheriff Volunteers and all the businesses who helped decorate the Native Sons Hall and clean up at the end of the day. We'll need to do something to thank the young woman who helped all evening. Attendance was good with lots of locals and tourists who seemed familiar with the event. The parade was awesome again this year and Sue Friedman volunteered to take it on again next year with her parade team.

There were a few things to look at for next year. The radios didn't get to the folks who needed them, and some people had problems hearing them. It's only the parade folks who need them, so we can look at how to improve that. As usual, the sound equipment just can't quite provide enough volume to always be heard over the crowd. We can look at alternatives, but a true solution is likely too expensive for this event. There was lots of discussion of how to better identify parade entries. We also discussed requiring all entries to be lighted next year. The largest issue to be resolved is the use of Algiers for parade staging. We probably need to close the street an hour or so earlier and will need volunteers to do that. We also need to secure the parking lot earlier.

We continue to see some folks with alcohol on the street, but the problem appeared to be minimal. We need to continue to work with the Wine Alliance on promoting the event as family friendly. While this is the first night of the Wine Alliance's Festival of Wines, there is not a license for the street and Open House is the main event. Businesses will need to be reminded that all alcohol needs to stay inside again next year.

People were very happy with the photographer, Mark Nouiilan and his helpers, John and Michele Rugo. They have all volunteered to do it again next year. Brian will pick up the thumb drive and get it to Michelle, so she can get the photos available for download from our website.

Thanks to Steve & Carolyn Gonzales for the buffet while decorating tree. The location worked but we will need to revisit a permanent location for the tree for next year. It's likely we will be able to put it back at the Arbors patio by then even if the sleeve needs to be relocated but we should look at all options.

The Sheriff volunteers were fantastic again this year. We had even more problems than last year with people parking in areas that had been blocked off or marked with No Parking signs. The problem was worst along portions of Scott and Algiers, especially near the Black Bart Parking Lot. We likely need more No Parking signs, more volunteers and perhaps rope between the stanchions. Supervisor Oliveira said the Sheriff may be able to provide additional help next year.

Brian reported that he was still working on the idea of a Visitor's Center with parking and toilets but it's a long-term project with no immediate solutions in site.

**Mary Radford & Kevin McWeeney Presentation:**  
**Proposed Landscape / Park / Signage at the Big Trees Road and Highway 4 Intersection.**

Mary Radford and Kevin McWeeney are requesting the support of the Murphys Business Association for their proposed landscape beautification project at the entrance to downtown. They are looking for a non-profit organization to accept donations, manage the disbursement of funds and help administer the project including acting as the projects applicant/sponsor to Calaveras County and Cal Trans.

The proposed project is located within the Cal Trans Right of Way and will require an encroachment permit. Cal Trans preference is that the actual permit be submitted by Calaveras County Public Works or the Council of Governments. Our Supervisor is conceptually in favor of the project and we can expect his support.

The intent of the project is to beautify the corner at the entrance to town and, hopefully, include some useful directional signage to encourage more people to visit the downtown area. Mary & Kevin passed out some preliminary ideas and described how they were inspired by the work of Frederick Law Olmstead, the father of landscape architecture.

The project is anticipated to include a walking path, wildflowers, perhaps a sculpture garden and some limited irrigation. UPUD has already agreed to provide a free water connection but we will need to cover the monthly water bill. Other maintenance would include occasional re-seeding,

repair of irrigation system and regular clean-up of the site. It is anticipated that the work will be relatively minimal and that there will be volunteers available to help. In the worst case, we could hire someone to take care of it. Michelle indicated that she had spoken to our insurance carrier and they had no issues with the project.

Mary said that wild flowers were selected as most suitable to the site as they should bloom for three seasons and require only occasional re-seeding and minimal watering.

Other ideas include sculpture pads to be made available to local artists, a four-sided monument highlighting Murphys history, the wine industry, and information on Frederick Olmstead. Michelle noted that the business community will be most interested in using the monument to direct visitors to the downtown but that no blatantly commercial signage is likely to be allowed.

The question for today is whether we want to take this on as a project of the Murphys Business Association with Mary & Kevin leading the project and whether we are prepared to commit any MBA funds to it at this time or limit our contribution to some budget number. Is it too early to commit as the total cost of the project is unknown?

Brian and Michelle clarified that the board is supportive of the project but that it is the board's obligation to bring these projects to the membership for their approval. Dana Milgrim motioned that we take on the project and it was seconded by Lynnne Woishnis. After some additional discussion, the motion was put to a vote with the understanding that no funds were being budgeted to the project at this time, but we would begin coordinating with Mary & Kevin immediately to try and move the project forward. It is understood that this is likely to take some time to complete given the approvals required. The membership voted to approve the motion with no dissenting votes.

Mary asks that MBA be involved in the fundraising and promotion of the project. The first step is to see if we can find a civil engineer or landscape architect who may be willing to help with the project documents. We may also want to put together a committee to work with Kevin and Mary.

Thank you Mary & Kevin !!!

Announcements, Reminders and all that jazz!

- Kola Farms Mixer January 11th. Yes!! Thanks Lacey
- Jimmy Heryford. Another foot bridge on Main Street by Milliaire winery. Long term project. Makes street safer. Prevents accidents.
- Guest Speaker in January from the Delta College Small Business Development group.
- Brian's Book of the Month: Leaders Eat Last. Success in running a business. Addresses different generations. Shifted and changed throughout the years.

- Brian: Health Insurance Open Enrollment ends on January 31<sup>st</sup> but varies for Medicare. Contact Brian if you have questions.
- Dog Park Meeting tonight at the Pour House 5:30pm.
- Chamber 2nd annual Mega Mixer: January 18th Town Hall San Andreas. Mega Mixer. Brining all the associations of the county the public 5:30 to 7pm. Suki would love to help. We didn't do it last year. Recommend us doing it this year. Free wine. Donated by locals.
- Irish Day vendor applications are out. If you want space in front of your business get the app back to us asap. Kristin Kovacs is the coordinator again this year.
- Community Club President, Carol Roscelli reported that they only have around 35 business members currently. They need more support from businesses for community club events and park maintenance. They will be out soliciting business memberships this year. Memberships are \$50 per year for a business and \$25 for a family. First Fridays are expensive to put on between paying entertainers and guaranteeing the caterers a minimum number of sales. They'll be looking at selling hot dogs and hamburgers themselves at some events this summer. They've been talking with Ron Schaner and Jill Warren about doing a fundraiser for the Community Club with local musicians. The CC has been contacted about installing a memorial bench in the park but feels like they already have too many. Is there a location in town that could use a bench? Michelle mentioned
- Past President Steve Gonzales presented the key to dog poop bag dispensers to Brian, so he can start keeping them filled.
- Michelle provided an update on the new garbage cans and cautioned that we need to make sure the hinges are facing the businesses/sidewalk, so they can automatically be picked up and emptied without breaking them. Please share this information with other businesses and please, don't move the cans around. If you need an adjustment made, please let us know so we can coordinate it with Cal Waste.
- Sue reported that the Museum is working on an ongoing raffle sale for a large gift basket which they will draw a winner for at Irish Day.

Meeting adjourned.

See you next month! January 4, 2018!! Murphys Historical Hotel 8:30 am.