



*The purpose of the Murphys Business Association is to increase awareness of the greater Murphys area businesses, attractions, and special events, to promote a healthy business climate, and to encourage high ethics and professional standards.*

## **VIRTUAL MEMBERSHIP MEETING AGENDA for February 4, 2021, 8:30 am via ZOOM**

### **Call to Order and Introductions:**

**Minutes if Available:** *No Minutes Available  
November & January Minutes Online  
Will Review in March*

**Treasurer's Report:** *Current Financial Report*

### **New Business:**

Tricia Slavik will be taking over some of the marketing that Lisa Boulton was doing for us while June continues to focus on our social media. To start with Tricia will be helping us create a plan for our marketing as we transition toward more business openings and helping kick-start our Inside Murphys campaign. We'll be looking for ideas, newsletter content and benefits for our Insiders.

One of the things the board has been discussing is getting behind smaller, more locally focused community events and perhaps offering to sponsor the earliest First Friday in the Park of the summer whenever that occurs. Are there other ideas and suggestions.

### **Old Business, Updates & Continuing Discussion:**

Continued discussion of the Murphys Insider and Murphys Sticker projects which have been launched.

The County should be approving a contract for the Lighting project in the next couple of months.

The Masonic Hall has marked the parking as private. Should we be making any kind of proposal to them? Ideas for that or other ways to expand parking in the downtown area?

Continued discussion of Covid-19 guidelines, restrictions, and opportunities. What can the MBA do to help?

### **Announcements, Reminders, Events & Happenings:**

- Post your events (virtual and otherwise) to our [online calendar](#).
- Make sure your own FB and Webpages are up to date so we can share your activities.
- Keep an eye on our member FB page for updates and feel free to post anything you feel is important to share with your fellow businesses. Join the page [here](#). You must be associated with a member business to join this group.

Updates from Other Community Groups: Chamber of Commerce / Visitors Bureau / Wine Grape Alliance / Murphys Community Club / Business Associations / Service Groups / Library / Old Timers Museum  
Other Comments, Concerns, Opinions, Suggestions, Rumors, Announcements Etc. Adjournment

Our Next Virtual Membership Meeting will be on Thursday, March 4, 2021 at 8:30am via ZOOM  
We will be keeping our agendas short during this time of socially distanced virtual meetings but please feel free to let us know if there is something you would like to see added to the agenda or shared with our members during our weekly mails. The Zoom link will remain the same for the rest of 2021 and is posted on our online calendar, private FB page and in the weekly member emails preceding the meeting.