



*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 MINUTES for February 4, 2021, 8:30 am via ZOOM**

**8:35am President Michelle Plotnik called the meeting to order and asked the attendees to introduce themselves:**

Michelle Plotnik	Barb Schick	Shelby French
Steve Gonzalez	Suki Tuthill	Merita Callaway
Patty Schultz	Kathinka McKeown	Michael Summers
June Andona	Jody Jurgens	Christopher Butner
Lynnie Woishnis	Tricia Slavik	Sue Richmond
Joe DeNunzio	Emily Graham	Nick Chamulak
Roberta/Marisolio	Isabel Moncada	Louise Carniglia
Scott Klann	Rebecca Lanier	

**Minutes & Treasurer's Report:** on line – will review and approve minutes in March

### **New Business:**

**Tricia Slavik & Murphys Insider:** Tricia 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. If businesses have a loyalty program or wine club, you can add on an introduction to this program. So far 15 members. June had an idea of getting special leather key fobs from Walt so members can identify themselves.

**Our Marketing Committee:** Tricia, June, Scott, Michelle (if anyone else is interested please contact them).

**MBA assisting in sponsorship:** 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:**

**Murphys Stickers** has been launched. 24 businesses are selling them. If you need refills, let us know. Also, June has more at The Pourhouse.

**Lighting Project:** The County should be approving a contract for the Lighting project in the next couple of months. Approval of the project is on the supervisor's agenda in March. We will give you updates as the project progresses, how long it will take and the impact on Main and Algiers.

**Parking:** The Masonic Hall has marked the parking as private. Looking into if we can assist somehow to open it up to the public again. Ideas for that or other ways to expand parking in the downtown area? Remember Black Bart always has parking available.

**CWA:** Jody verified Presidents Weekend is cancelled. Maybe later in spring they will do a Passport Weekend. They are partnering with Bear Valley where participants can show their lift ticket in return for some consideration at a participating tasting room. Let Jody know if you'd like to participate.

**Covid-19:** Continued discussion of Covid-19 guidelines, restrictions, and opportunities. Ironstone is now doing Covid Testing. Make an appointment: <https://www.lhi.care/>  
Make an appointment to get the vaccine: 209-754-2968

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

Please let us know what you are doing in your business so we can post it and help market.

- 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.

**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.

**“When you leave Murphys, you’ll feel like a local!”**