



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 March 4, 2021, 8:30 am via ZOOM

Called to Order and Introductions:

Michelle Plotnik/President & Architect
Lynnne Woishnis/Secretary & Twisted
Emily Graham/Motherlode Job Training & Murphys Creek Theater
Rob Williams/Motherlode Bicycle Coalition
Sue Richmond/Jane & Jene Boutique
Sheri & Rob Hendriks/Aloria Vineyards
Nick Chamulak/Ironstone Vineyards
Conrad Levasseu/Ironstone Vineyards
Anthony Delaney/Murphys Irish Pub
Christopher Buttner/Extraordinaire
JoAnn Stump/JoMa's Artisan Ice Cream
Jody Jurgens/CWA
Sandra Hess/CWA

June Andona/Murphys Pourhouse
Mark Degenhardt/CMG
Steve Gonzalez/The Garden in Murphys
Suki Tuthill/Sierra Nevada Adventure Company
Robert Mitroff/Hoovey Winery
Michael Summers/Summers Consulting & Main Street Tree Project
Tricia Slavik/Sway Marketing & MBA Marketing
Merita Callaway/District 3 Supervisor
Rebecca Lanier/Creative Cookware
Kelsey/Gateway Press
Pamela/Frog Tooth
Scott Klann/Newsome Harlow
Ron Schaner/Brice Station

Minutes if Available: *Current and Past Minutes Available [Online](#) and Attached – action required*

Treasurer's Report: *Current Financial Report [Online](#) – no action required*

New Business:

Rob Williams/**Motherlode Bicycle Coalition**: Updated Cycling Tourism efforts for 5 counties. He invited us to the upcoming Calaveras County Cycling Tourism Stakeholders Meeting and Workshop. Date TBD. See: <https://motherlodebike.org/>

Bocce Ball Tournament and Fundraiser for Native Son's Hall & MBA, promoted by "Bocce Buddies", 4 years now local's Monday nights (behind Murphys Hotel). Steve Gonzalez shared it will be on May 1st. \$50 per team. Signup through Patty/Spice Tin. Patty said that MBA should have a table displaying stickers, etc.

June/MBA Social Media did a great presentation on our social media statistics. She'll be providing monthly updates and insights on who is engaging with us and what types of posts are most popular. June shared that she uses Planoly for Social Media: <https://www.planoly.com/>

CWA & MBA will be sponsoring another **Alcohol Server Training!** Restaurant & winery employees are encouraged to attend. It is tentatively planned for May 1st at Ironstone Vineyards. Thanks to Sandra Hess and CWA who are taking the lead. Sandra will be sending out invites and more information as the details are finalized. Emily with Motherlode Job Training volunteered to look for funding to assist with the cost of the training. Thanks Emily!

Old Business, Updates & Continuing Discussion:

Murphys Insider: Trish shared that an email inviting participants went out 2 days ago with a great response. We now have 43 members. Next step is Social Media & Press. Expect to receive additional information on how you can help spread the word on the Insider.

Murphys Lighting Project was approved by the Board of Supervisors. We have agreed to delay implementation until businesses have returned to normal.

Safety First Campaign: Scott brought up the serious alcohol related issues we have been experiencing in Murphys. This has always been an ongoing problem trying to keep our town safe and family friendly. Getting together with local law enforcement and wineries/restaurants to discuss at length. We all had lots to say. Closing the street, parking, driving too fast, etc.

Covid-19: Merita said we aren't doing great but hopefully we will be in Red Tier soon. Anthony heard CVS/Angels are doing vaccines for restaurant & winery employees:

<https://www.cvs.com/content/coronavirus?cid=redir-coronavirus>

Meeting Adjourned at 9:52am.

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.
- Watch 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.
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Our Next Virtual Membership Meeting will be on Thursday, April 1, 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.