



*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 - September 2, 2021, 8:30 am via ZOOM**

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

Michelle Plotnik

June Andona

Louise Carniglia (not present)

Scott Klann (not present)

Nick Chamulak (not present)

Todd Thomas

Patricia Schulz

Isabel Lyle

Jan Hovey

Christopher Buttner

Merita Callaway

Catherine Carnahan

Emily Graham

Bob Smith

Steve Gonzales

Jody Jurgens

Jessica Delaney

Conrad Levasseur

Rebecca Lanier

### **Past Minutes Available Online:**

no action taken

### **Current Treasurer's Report:** verbal summary

no action taken

**Membership Renewals** are due now and will be delinquent if not received by the end of-September. You can help us out by using our online renewal system with either a one-time payment or automatic recurring payments or by dropping a check in the mail today. We'll be following up with hard copy reminders but there's no need to wait. Renew online at <https://visitmurphys.com/join-mba/mba-membership-payment/>

### **Insider/Fundraising:**

Thank you to Ironstone Vineyards for their donation of concert tickets to the Insider program. We have been live streaming a drawing each week or so giving away two tickets to a member of our Insider program. The members are automatically entered. It's a great opportunity to provide a benefit to the Insiders and give our businesses an opportunity to talk about the things they are doing. 90% of our Insiders are locals who are our biggest supporters. Is there an "experience" your business could contribute that won't be a financial burden? We'll be looking to create partnerships with our businesses in the coming months to offer Insider only events for a price as well as continuing to gift donated tickets when available.

### **Marketing/Social Media:**

What is the right tone to strike right now? We've been focusing on sharing information and photos of town. We are striving to be accurate about conditions without either scaring people or misleading them. There was an extended discussion of Covid, coming event restrictions (masks, vaccines, artists canceling or insisting on requirements - <https://liveforlivemusic.com/news/covid-19-concert-cancellation-tracking/>), the need to remind people to respect the requirements of individual businesses in terms of mask wearing, reservations, etc. There were suggestions to keep posting photos showing blue skies since people have been concerns about the smoke. Other suggestions included showing what you can do right now and what is happening in town rather than overt marketing.

Our FB has increased by 45% in recent months and our engagement by about 42%. What seems to be working is focusing on what's available to do in town right now on FB and more inspirational photos on Instagram. What is working for you?

**Events – Murphys Witch Walk (Christopher Buttner & Teresa Rodriguez Event) – October 16<sup>th</sup>** - No gatherings are planned, no productions, and no vendors. They are planning on promoting it as primarily a “come enjoy town in your best costume kind of event” and keeping it very family friendly.

### **Events – Day of the Dead**

- MCC plans to sell drinks (beer, wine, water, etc) and some food from Helen’s Hut; they may also host a Taco Truck
- We are planning on a limited number of vendors in the Park (about 10) spread out
- No live entertainment is planned – trying not to create any large gatherings
- No Catrin/Catrina contest is planned – trying not to create any large gatherings
- No dancing lessons are planned
- We are planning a community altar in the Park
- We are hoping many businesses will have Ofrendas/Altars honoring individuals or groups. For those concerned about encouraging crowds, you could consider an altar on a cart that can be put outside or an altar in a window display
- We are also hoping businesses will have special menus or decorations
- We are planning to encourage attendees to dress up and we will recognize the best costumes with some sort of prize by just having volunteers on the street looking for those great costumes
- If things are looking dismal a month before the event, we will consider making changes or canceling but we feel like this scaled back event should be pretty safe. We are not planning any major marketing and are planning to make sure people understand that it is a scaled back event

**Events – Open House** – We are still planning on a parade and, hopefully, a street closure but it’s possible that those pieces of the event would get canceled and we would focus on just having our businesses stay open a bit later that night and having some festive decorations up.

**Events – Irish Day** – It’s - Still too far out to know if we will be able to have an event but we are proceeding with the assumption that we will be able to. Ideas include making it more family friendly, more authentically Irish with more Irish entertainment, limiting the number of vendors further to spread them out and partnering with our businesses and non-profits to have them provide beer and wine sales. There will be lots more discussion in the next couple of months.

**Parking/Traffic/Safety/Lighting** - Lighting project on hold for now but the County will be doing speed surveys on Main St in two locations and at two times using two different systems. Merita will report back on the results and some options for trying to reduce speeding.

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

- Murphys Community Club will host their final First Friday in the Park tomorrow night.
- Are you having trouble hiring? Mother Lode Job Training can do a Murphys job fair. Anyone interested? Let us know if you’d like to have us try and organize something.
- Covid continues to be a concern and it feel like a huge decrease in people wearing masks here compared to elsewhere. There was further discussion of how to encourage people without having to have employees get in heated discussions with customers. There was additional discussion of requirements for large concerts and events and the current confusion regarding Ironstone events.
- The CWA Board is discussing whether to continue with Grape Stomp right now and will let us know if the event will go virtual again this year.
- There will be a public meeting at Ironstone to discuss redistricting in Calaveras

### **What should the MBA be working on now?**

- There was further discussion of ideas for getting more volunteer sheriffs in Murphys.

- There was further discussion of creating a phone/text tree so that local business owners and managers can contact each other to let them know of a problem customer or anything suspicious happening in town. Anthony Delany, Jessica Delaney and Steve Gonzales are up for helping
- There was further discussion of the posters, sales ads, and flyers on the tree barriers. We all agreed that they can come down, especially if they are for yard sales, outdated, tattered, inappropriate, or otherwise unnecessary. Michelle mentioned that she was personally reluctant to take down flyers for our local events or things like the missing person posters but it's up to the businesses to clean up the ones in front of them as they see fit.
- The trash and recycle containers are really sticky and stinky right now. Michelle reported that they get cleaned about four times a year and that she had contacted Cal-Waste to get them cleaned ASAP. Businesses should keep an eye on them and let us know if we are having any particular problems. The overflow problem from spring seemed to work itself out.

**Reminders:**

- We have a free listing available to musicians and bands, please email us your information and logo/image.
- Post your events (virtual and otherwise) to our online calendar. The recurring event button is still not working properly even after updates. Please post your single event and email us with details and we will create the recurring dates for you until we get this resolved.
- Make sure your own FB and Webpages are up to date so we can share your activities.
- Watch our members only 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

Adjourned at approximately 10 am

**Our Next Virtual Membership Meeting will be on Thursday, October 7, 2021, at 8:30am via ZOOM**

We will be keeping our agendas short but please feel free to let us know if you would like to see anything added to the agenda or shared with our members. The Zoom link will remain the same for 2021 and is posted on our online calendar, private FB page and in the weekly member emails preceding the meeting.