



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 October 7, 2021, 8:30 am via ZOOM

Call to Order and Introductions:

Michelle Plotnik
Louise Carniglia
June Andona
Scott Klann
Suki Tuthill
Steve Gonzales
Kathinka Mckeon
Joe Lazzara
Todd Thomas
Anita Rich
Barbara

Liz Gilbert
Sandra Hess
Jan Hovey
Emily G.
Christopher Butner
Merita Callaway
Joe De Nunzio
Scott Klan
Rebecca Lanier
Isabel Lyle

Minutes if Available: *Past Minutes Available*
[Online](#) – *no action required*

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

Old Business, Updates & Continuing Discussion:

Day of the Dead

Thank you to all the sponsors...we were overwhelmed with the support.
We need your altar theme or other activity confirmed by Tuesday morning of next week.

This year the focus of the event is on celebrating those we lost. Festivities are limited to a few vendors in the park, an Ofrenda Walking Tour, and a Community Alter in the park.

Insider/Fundraising

Does your business or organization have an "experience" that you can offer to just Insiders? It could be an exclusive event, tickets to a show, or any other fun offering that your business offers. If you have an idea, contact us. These offerings are an opportunity to thank our Insiders and promote your businesses or organization.

Marketing/Social Media

Social media tip - consistency is important. It creates trust with your followers. It isn't just about posting regularly (even though that's important) but also about engaging consistently with your followers, having a consistent tone and feel to your imagery.

Events – Open House

Discussed what Open House should look like this year. The majority felt Open House this year should not include a parade because it would create a congregation of people. Instead keep the focus on a community wide shopping night along with fire pits down Main Street.

The Murphys Community Creek Theater is going to be doing a Christmas Play. More information to come!

Events – Irish Day

Parking/Traffic/Safety/Lighting

Discussed the amount of people parking along Church Street (next to Hovey's and the Murphys Pourhouse) and the difficulty that is creating. Merita and Michelle are going to look into the possibility of having no parking signs installed by Public Works.

Trees

Phone/Text Tree

Announcements, Reminders, Events & Happenings:

- Post your events (virtual and otherwise) to our [online calendar](#). We are aware that the recurring event button is not working. Please post your single event and email us with details and we will create the recurring dates for you. We have our website designer working on this.
- 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

Updates from Other Businesses or Community Groups and Upcoming Events:

MCC Member BBQ & Town Hall Meeting / Witch Walk / CWA Bubbles Bash / History Walk

- Next Town Hall Meeting is scheduled for October 20th, 6:00 p.m. at the Native Sons Hall.
- Join SNAC by putting a pink light up at your business in support of Breast Cancer Awareness Month.
- Witches Walk is Saturday, October 16th. There is a possibility vendors will be moved from in front of Potted Plum to the Murphys Community Park. Stay tuned for more information. For any questions visit <https://murphyswitchwalk.com>.
- Murphys History Walk has been postponed for the moment.

Other Comments, Concerns, Opinions, Suggestions, Rumors, Announcements Etc.

Adjournment:

Our Next Virtual Membership Meeting will be on **Thursday, November 4, 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.

<https://us06web.zoom.us/j/98483347241?pwd=d043bE10dVJVcDRxVkYySTB0V2J3Zz09>