



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 January 6, 2022, 8:30 am via ZOOM

Call to Order and Introductions:

Michelle Plotnik
June Andona
Suki
Jan Hovey
Bob Smith
Jody Jurgens
Scott Klan
Anthony & Jessica Delaney

Pamela (Frogs Tooth)
Steve Gonzales
Liz Gilbert
Sue (Jane and Jean)
Rebecca Lanier
Sandra Hess
Joe Lazzara

Minutes if Available: *Past Minutes Available
[Online](#) – approval required*

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

Old Business, Updates & Continuing Discussion:

Open House - Overall feeling that everyone was very happy, excited to be out, and in good spirits. Some businesses saw good return business the next day. There was a lot of resentment that there wasn't a parade.

Irish Day - We are planning on having Irish Day and the parade this year. Our goal is to minimize the amount of vendors on the street and try not to put a booth in front of any businesses. We are also not planning on doing a lot of promotion for the event.

We are in tremendous need for volunteers and a volunteer coordinator to make this event happen. Know of anyone who is interested in volunteer or who would be a good volunteer coordinator let us know. We will also be sharing a link to Sign Up Genius for volunteers to sign up. We need everyone's help in sharing the link and encouraging people to sign up.

On the day of the event, we are planning on having live entertainment and selling beer and wine on the street. If you are interested in sponsoring an entertainer please let us know. For the parade, we are in need of somewhere to stage horses. Any ideas?

ABC Changes - There has been some ABC guidelines change as of January 1st. You can read about all about the changes here: <https://www.abc.ca.gov/law-and-policy/coronavirus19/> & <https://www.abc.ca.gov/wp-content/uploads/forms/ABC-389-N.pdf>

Marketing/Social Media - We are continuing to see strong growth on both Instagram and Facebook. In fact, in the last month we have seen a 5% increase in followers on both platforms. Please tag #visitmurphys/@visitmurphys on all your social media posts.

Text Tree Update - It's coming! Thank you Jessica Delaney for accomplishing this. Have any

questions or would like to signup please contact Jessica.

Board Member Solicitations - We are looking for new board members! Interested? Know someone?

New Business:

We are considering increasing membership dues. How much do you feel is an appropriate amount? Current membership is \$125. Maybe an increase to \$148?

Announcements, Reminders, Events & Happenings:

- Post your events 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 and it's a messy plug-in issue.
- 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 the owner or manager of a current member business to join the private FB group.

Updates from Other Businesses or Community Groups and Upcoming Events:

MCC / CWA / CVB / The Resource Connection / Lions Club / Rotary / Native Sons / Native Daughters

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

Adjournment:

Our Next Meeting will be on **Thursday, February 3, 2022, at 8:30am**

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 2022 and is posted on our online calendar, private FB page and in the weekly member emails preceding the meeting.

Please note the new Zoom link for 2022

<https://us06web.zoom.us/j/83495156839?pwd=UzBoWmlmK2dVZXY2ckhvbVRBL2pmQT09>