



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 April 7, 2022, 8:30 am via ZOOM

Call to Order and Introductions:

Michelle Plotnik
Sherri Bloomer
Joe Lazzara
Steve Gonzales
Shannon Simpson
Martin Huberty
Emily Graham
Merita Callaway

June Andona
Tom Scheller
Kathinka
Suki Tutthill
Michael Summers
Rebecca Lanier
Isabel Lyle

Minutes if Available: *Past Minutes Available [Online](#) – motion by Joe Lazzara and second by Steve Gonzales- passed unanimously*

Treasurer's Report: *Current Financial Report [Online](#) – brief report including preliminary Irish Day financials - no action required*

Old Business, Updates & Continuing Discussions:

Murphys Irish Day (next up: Day of the Dead)

Overall feeling is that it was great event and executed beautifully. Financially we did far better than anticipated given the rain. Right now we look like we are \$11,000 to the good. We guess attendance was about 8,000 people.

Feedback - For the most part it looked like trash was minimal on Main Street. We need to make sure there are trash cans in front of all hand washing stations and one in the theater parking lot.

Appeared volunteers could use more training about their roles and responsibilities. Thoughts on how to accomplish that? Michael Summers offered to help with training around traffic control. Generally great turnout by volunteers though.

Future of Irish Day – We are considering increasing vendors fees and further limiting the number of vendors. The thought is that we can be more selective on the vendors.

What does the local community want from the event? What else can we do to make it more family friendly? Feeling is the local community doesn't come out because of how crowded town becomes and the perception that town is filled with drunks. Lack of parking is also a concern. Parade and raffle are valued components. Shannon from the Michaelson Parent's Club offered to help promote family friendly pieces to the parents...things such as the activities that were planned for the Park this year. Michael Summers says the Murphys School of Music would like to participate next year.

Membership Dues

We will vote on a dues increase in June. Probably to \$150. Currently, membership dues raised cover about 40% of our expenses. Irish Day income normally fills the gap. The main reason we are considering raising dues is the reality that costs are up for everything for us just as they are for other businesses, and we have gone 2 years without that additional Irish Day income.

Example - we budgeted about \$10,000 for trash cans and helping the Community Club keep the public toilets open this year, which is the amount we bring in for membership dues. Without other income we couldn't do anything else; including, Open House, or pay our insurance.

There was some concern expressed as to "why" we should raise dues and the consensus was that we should be more blatant about our budget and what we do for the community. Brag about what we do more and create some simple graphics explaining our budget!

Elections/Board Member Solicitations

All our board members have agreed to stay on one more year. We invite anyone interested in getting involved as an officer or at large board member to contact us. Know anyone interested? Elections will take place in June.

Platforms On Main Street

Currently, businesses have 30 days to remove their platforms on Main Street after the emergency health order is rescinded. There is a conversation to allow a limited number of businesses to keep the platforms under a "lease" agreement with the County involving the payment of fees and provision of insurance/hold harmless agreements. If those platforms remain about 6 parking spaces would be eliminated. If you have thoughts on this, please email Merita Callaway (mcallaway@co.calaveras.ca.us) or MBA (info@visitmurphys.com) with your concerns or questions. Initial concerns expressed included noise, trash, cigarette butts, and interference with access to valves and such.

Parking at Masonic Hall (agreement has been extended for six months with possibility of another 6 months). This is another expense of the MBA as we contribute to the Masonic Hall in appreciation of the parking as part of that agreement with the County.

Tree Replacement / Lighting Project – have been on hold while platforms are on Main Street but will be back on the table once the health orders are rescinded.

Announcements, Reminders, Events & Happenings:

- Spring Wine Weekend (CWA) April 23rd - 24th. 400 tickets have already sold!
- First Fridays in the Park - first one is June 3rd. Look for additional dates for music in the park.
- Earth Day Cleanup - Saturday April 23rd in the Murphys Community Park
- The Michaelson Parent's Club 33rd Annual Chicken In A Barrel will be back this year in the park! The event this year is Saturday June 4th. Look forward to the addition of live music and a bounce house.
- Murphys Creek Theater – Compliments for Satchmo; the last performance is this Saturday. A play focused on mental health issues, Every Brilliant Thing, will be presented for a single weekend on \$.22, 23, & 24.
- Post your events to our [online calendar](#). The recurring event issue has been corrected. 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.

Adjournment:

Our Next Meeting will be on **Thursday, May 5, 2022, at 8:30am**

Feel free to let us know if you would like to see anything added to the agenda or shared with our list. The Zoom link will remain the same for 2022 and is posted on our online calendar, private FB page and in our reminder emails.