



The Murphys Business Association aims to increase awareness of the greater Murphys area businesses, attractions, and special events, promote a healthy business climate, and encourage high ethics and professional standards.

MEMBERSHIP MEETING MINUTES for Thursday, February 1, 2024, 8:30 am – On ZOOM

Call to Order and Introductions:

Michelle Plotnik

June Andona

Emily Gatesman

Martin Huberty

Deann

Kathinka McKeown

Patty Schulz

Charlie and Ally Anderson

Jody Garcia

Megan Jennings

Scott Klan

Tonja Peterson

Bridget Myers

Louise Caniglia

Anthony

Conrad

Beacon

Michael Summers

Steve

Joe Lazzara

Minutes if Available: Past minutes are available online. We will vote on them next month.

Treasurer's Report: Our expenses have been much higher this year. Therefore, our balance is down versus last year. This was anticipated. We need a good Irish Day to help us continue to build up our reserves. Income comes almost exclusively from memberships and Irish Day – About 60% from Irish Day.

Our largest expenses are insurance, trash pickup on Main St, and helping maintain the Park toilets. Our events normally cover themselves, except Open House. This is intentional - this is our gift to the community.

Old Business, Updates & Continuing Discussion:

Martin updated us on the dining/drinking platforms and lighting project - Platforms need to be removed within 30 days. There are applications to put the platforms back up. Those need to be turned in within 18 months to apply. Anthony asked if this applies to extending operations into the public space without building anything. Michelle thought it would depend on the circumstances as the extended space must be accessible and protected from traffic without impeding drainage.

Lighting project: We believe we are getting closer to turning them on, but we don't have a definitive date.

Our Supervisor, Martin Huberty, reported that he had a meeting yesterday about the crosswalk at the elementary school and the safety risks. Caltrans is aware of the issue. The County is working to obtain additional funding to put in a system that would allow you to cross safely.

The county is looking at developing a Short-Term Rental ordinance. It would not be punitive, but it would require the right evacuation ordinance and a contract for snow removal. It would also require every rental to get a permit. There are currently only 300 hotel rooms in the county. We need VRBOs to help house the number of visitors we are seeing. There appears to have been about 24% more traffic on the corridor in 2023 versus 2022.

New Business & Discussion for 2024:

Anderson Tree Farm is opening a shop on Main Street. The grand opening is this Saturday!

Michelle announced that we are only six weeks away from Murphys Irish Day. We all need to be hoping for good weather. Jody announced that parade applications are available on our website. We normally have about 60 entrants. Our Grand Marshals are going to be Patty and Jan Schulz. Our next priority is sponsorships. Again, Irish Day is a big part of our yearly income. Sponsorship forms are available online.

Beeken announced that the MCC is working with the Murphys School of Music to perform in the park on Irish Day. They are looking at creating something like our old Leprechaun Village. Last year, they did something similar in the park where families can bring their kids to play. Murphys School of Music students will perform in the gazebo, and MCC will open Helens Hut with food and drinks. There will be games for kids. They are planning on having music from 12 to 3 p.m.

Want the space in front of your business on Irish Day? Let us know ASAP. We prioritize our members and local businesses first.

June presented a PowerPoint outlining our social media goals and objectives for 2024.

Michelle asked if we would be interested in the MBA bringing in speakers. Maybe a lawyer who can talk about human resources or labor law issues.

Are you comfortable with us having your cell phone numbers? We sometimes want to double-check something, like event details, quickly before posting them publicly.

What is the level of interest for the 3d weekend of October? Something that would capture some of the folks who loved the Witch Walk. We could encourage costumes and the businesses could do mini-events at their place of business. Patty doesn't feel we should promote the "kid" aspect and was concerned that it could turn into another event like Rocky Hill Rd at Halloween. The MBA board stressed they are not interested in a "trick or treat" event or hosting another large event but are open to exploring a smaller event that helps our retail businesses with the MBA, providing support, promotion, and possibly partnering on activities. There was some discussion about the possibility of turning the event back into something more like it was in the beginning. June presented the idea of creating a committee to give us ideas.

Megan presented the idea of creating a subcommittee with all the food and beverage folks to discuss the challenges they face and ideas to combat those challenges. Emily from the Irish Pub had the idea of "sharing employees"—floaters. June said she could coordinate a meeting place.

Our Next Meeting will be on Thursday, April 4, 2024, at 8:30am

Our Membership Meetings will be in June, August, and October, February & April. Our Annual Tree Decorating Party will take the place of a meeting in December.

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 2024 and will be posted on our online calendar, private FB page, and in our reminder emails.

Feel free to invite your neighboring businesses or other interested parties to participate in meetings. It is not necessary to be an Association member to participate in meetings, but we will try to stick to the agenda.

[ZOOM LINK TO MBA MONTHLY MEMBERSHIP MEETING – February Meeting](https://us06web.zoom.us/j/83495156839?pwd=UzBoWmlmK2dVZXY2ckhvbVRBL2pmQT09)
<https://us06web.zoom.us/j/83495156839?pwd=UzBoWmlmK2dVZXY2ckhvbVRBL2pmQT09>