



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.

MEMBERSHIP MEETING MINUTES for Thursday, July 18th, 2024, 8:30 am – On ZOOM

Call to Order and Introductions:

June Andona
De Ann Freitag
Michelle Plotnik
Scott Klann
Lydia Scheller

Joe Lazzara
Jody Garcia
Megan Jennings
Bridget Myers
Conrad Levasseur

General Discussion: Megan updated us on the status of the Eastern Sierra Economic Development Job's First program while we waited for a quorum to sign on. Megan pointed out that there is anticipated to be grant funding available for projects, including things like accessibility upgrades and other tourism-related projects. She pointed out that they indicated that towns and organizations would be able to apply directly and that partnerships among local organizations would be favored.

Minutes if Available: *Scott motioned that we approve the minutes as presented, June seconded, and the motion passed unanimously.*

Treasurer's Report: *Michelle presented the draft year-end report and pointed out that we ended the year with more money in the bank than we started with, as usual.*

Elections – Approval of Proposed Slate of Officers: *De Ann motioned that we approve the slate of officers as presented, Joe Lazzara seconded, and the motion passed unanimously.*

President/Treasurer:	Michelle Plotnik – Architect
Vice President:	Scott Klann – Newsome Harlow
Secretary:	De Ann Freitag – Murphys Art Glass
At Large:	June Andona – Murphys PH
At Large:	Kirsten Gomez – Books on Main

Approval of Proposed Operating Budget: *Michelle presented the proposed operating budget for our 2024-2025 fiscal year, pointing out where it varied from previous years and where our expenses had increased significantly. There were questions and discussion. Scott motioned that we approve the budget as presented, Joe seconded, and the motion passed unanimously.*

Old Business, Updates & Continuing Discussion Topics for July & August Meetings:

The Murphys Gathering – A Celebration of All Things Magical – The planning committee updated the membership of progress and answered questions. Applications and graphics are posted online and will be distributed shortly

Mixers – When? Where? – After a brief discussion, it was decided that we could hold off on mixers for awhile since everybody is busy right now.

Marketing & Promotion – June updated everybody on our spectacular success with increasing reach on Instagram (127,000 reached in past 3 months, 7000 engaged weekly, and 3600 new followers since the first of the year), discussed our approach, and talked about the challenges and opportunities right now. A copy of her report will be posted online with our minutes.

Murphys Dia de Los Muertos – Michelle said that the planning committee will be scheduling our first meeting shortly and invited anyone interested in participating in the planning to let her know.

Membership Dues Reminder – Michelle pointed out that reminders are coming this month. Our membership year runs from July 1 through June 30th, so it's time to renew unless you are already

on our auto renewal program, which creates a custom membership year for you depending on when you initiated your membership.

Announcements, Updates, Reminders, Events & Happenings:

- Bridget reminded everybody of Homecoming. June asked about access to historic photos, and Bridget said they do have quite a few that she could share with June.
- Jody said that sales for Taste of Calaveras were good, but they still had tickets available.
- Conrad pointed out that Brad Paisley would be here this weekend too.

Adjournment: Our Next Meeting will be on **Thursday, August 1, 2024, at 8:30am on Zoom**

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.

You are welcome 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