



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, October 3, 2024, 8:30 am – On ZOOM

Call to Order and Introductions:

Michelle Plotnik	MBA President	Roni Johnson	Gold Dust Designs
De Ann Freitag	MBA Secretary	Patty Schultz	Spice Tin
Isabel Lyle	Cedar Creek Realty	Dori O'Brien	Murphys Treasures
Scott Klann	MBA V.P.	June Andona	Murphys Pourhouse
Jody Garcia	CWA	Kathinka McKeown	Murphys Grade
Steve Gonzalez	MCC	Bridget Myers	MCC

Minutes if Available *Past Minutes Available* [Online](#) – Scott motioned that we approve the minutes as presented, June seconded, and the motion passed unanimously (once a quorum was present).

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

Old Business, Updates & Continuing Discussion Topics:

- Grape Stomp/Gold Rush Faire: Saturday, 10/5/24. This is not an MBA event. Grape Stomp is Calaveras Winegrape Assn (CWA) and the Gold Rush Faire is a Feeney Park Foundation event. The MBA will be sharing a booth in the park with CVB, answering questions, and passing out Save the Date cards for the Open House on 12/5/24. Gateway Press is printing the handout materials; Feeney Foundation still needs road closure volunteers for their Gold Rush Faire event on Main Street.
- The Murphys Gathering – A Celebration of All Things Magical – The posters are printed and distributed for this event to be held 10/19/24.
- Murphys Dia de Los Muertos – Event date: 11/2/24. We are wrapping up the plans for this event. Still need someone to bless the messages on the altar and looking for Marigolds. Have sent the messages home with someone previously and they are blessed there. Still need sponsorships and altar themes from businesses. It will be very similar to past events.
- Membership Dues Reminder—Individual reminders have been sent out and we've had a good response. If you haven't renewed yet, but plan to, please let us know so we don't remove your listing over the next few weeks. If you need an "invoice" to pay, let us know and we will send one.
- Marketing & Promotion – Social Media report by June: Instagram interaction has decreased 70% vs. 90d prior period; San Jose is now being targeted; added 842 followers on FB with 38 posts, 163 stories and 12 reels (vs. 19 reels in prior 90d). FB reach is down but engagement is up. FB had some issues which web designer was able to fix; related to updates of the WordPress app.

- Garbage: Has been doing fine since switching back to weekly pickups; few complaints. Spending \$1300-\$1400/mo vs. \$2400/mo for biweekly pickups.
- Lights: The Main street light is still down; Martin is working with the county to get it working.
- Platforms: no applications submitted to county by any restaurant as yet to reinstall permanently on Main St.
- Transformers: the ones near DEA are underground, the others are above ground with barricades. Would like all underground; a permitting problem?
- Shoplifting: Suggest cameras and mirrors for those businesses experiencing an uptick in theft.

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

- Isabel mentioned the trees on Main St have aphids and asked how they should be handled. Michelle said they will be watered with a solution through the tube at the base of the tree next weekend. Also, tree protectors are continuing to be removed from trees that are large enough not to need them anymore. Ongoing process.
- Murphys Irish Day (MID) planning will begin in November.
- The tree decorating party (which is also the December MBA meeting) is tentatively set for Thursday, 12/5/24.

PENDING ITEMS:

- The "Queen of the Sierras" sign on Hwy 4 near Locke Vineyards needs to be refreshed or replaced.
- Old "welcome" sign at Feeney Park can come down.

Announcements, Updates, Reminders, Events & Happenings:

- Bridget of MCC said the MCC is hosting a hot dog lunch on Saturday, 10/12, from 11a-1p as a volunteer and membership appreciation event.

Adjournment: (at 9:10am) Our Next Meeting will be on **Thursday, December 5th, 2024, at 8:30am and it will be our Tree Decorating Party near the Hovey winery – the date is subject to change depending on weather conditions and volunteer availability.**

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