



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, February 6, 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	Lydia Scheller	DEA
Scott Klann	MBA V.P.	Mike McPoland	Murphys Suites
Jody Garcia	CWA	Kathinka McKeown	Murphys Grade
Steve Gonzalez	MCC	Bridget Myers	MCC
Kirsten Gomez	Books on Main	Joe Lazara	Jazz Cellars
Tricia	Newsome Harlow	Dana Magdalena	Mt. Vilies Properties
July Brown	Milliare Winery	Jennifer Stoicheff	Century 21
Conrad Levasseur	Ironstone		

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

Treasurer's Report *Current Financial Report* [Online](#) – Michelle said expenditures & income to date were generally as expected. Irish Day proceeds were mostly in (sponsors & vendor booth fees); not many expenses paid out yet. Irish Day generally provides 60% of the annual MBA income. Membership fees were in good shape. Expenses are increasing; trash is still the largest expense. Monthly storage costs increased because we rented another unit. We will continue to make a donation to the Sheriff's volunteers for MID participation and still have the Masonic Hall shared cost parking agreement, which is about \$1200/yr.

Old Business, Updates & Continuing Discussion Topics:

- Marketing & Promotion – Social Media report by Scott in June's absence. Scott reported June has started a new approach of posting by the season instead of for the entire year. He also reported that she takes most of the photos herself, but would be very happy if people would share some of their photos as well. In 3 weeks, she'll start posting about Irish Day. Lydia likes the Thursday posting for the weekend.
- Murphys Irish Day - Jody reported parade signups are doing well. Parade starts at 11am. Parade participants should NOT hand anything to viewers; want to keep people/kids out of the street. Benefits to volunteering to help with parade are 1) ability to park at the theater parking lot and 2) can attend the thank you party the following Thursday evening.
- Discussed a "Thursday locals nite/Dine Downtown" theme; Kirsten said she'd start by being open 5-7p on Thursday and paying the sales tax on any purchases. The idea needs to be floated to other businesses for their ideas/participation. Pourhouse will be doing Bingo. Joe Lazzaro said he might offer free tastings on Thursday.

- Lights, transformers, puddles: The Main street light is still down; no change in status since last meeting. Still working with our Supervisor, Martin Huberty, and Public Works to get updates and action on these items.

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

- Scott mentioned there are too many employees parking on Main Street for their entire shift. It gives the impression that the businesses on Main are busy when they really aren't; employees are taking up visitor parking. Employees should park on back streets and in the public parking lots.

Announcements, Updates, Reminders, Events & Happenings:

- Conrad mentioned Ironstone has 4 bands booked to-date for the summer (7/18, 8/3, 8/16, 9/12).
- Steve of MCC mentioned the First Friday events in the park are booked (6/6, 7/4, 8/1, 9/5). On Sat, 7/19, is Homecoming and duck races. He also mentioned that the open area where the house near the library was demolished will have gravel installed over the dirt for additional event parking.

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.

Adjournment: (at 9:15 am) Our Next Meeting will be on Thursday, March 6, at 8:30am on Zoom

Our Membership Meetings will be in June, August, October, February, March & and April.

Our Annual Tree Decorating Party replaces our December meeting.

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