



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, March 6, 2025, 8:30 am – On ZOOM

Call to Order and Introductions:

Michelle Plotnik	MBA President	Roni Johnson	Gold Dust Designs
De Ann Freitag	MBA Secretary	Steve Gonzalez	MCC
Jim Heryford	Gold Electric	Lydia Scheller	DEA
Patricia Schultz	Spice Tin	Michael Summers	Summers Consulting/ Murphys School of Music
Jody Garcia	CWA	Kathinka McKeown	Murphys Grade
June Andona	Pourhouse/MBA Dir.	Katrina Frey	Bank of Stockton
Kirsten Gomez	Books on Main/MBA Dir	Joe Lazara	Jazz Cellars/CWA
Conrad Levasseur	Ironstone Vineyards		

Minutes if Available *Past Minutes Available* [Online](#) – No minutes available this meeting.

Treasurer's Report *Current Financial Report* [Online](#) - No official report given since time is being spent covering MID. Income for MID looks good so far; no real expenses yet.

Old Business, Updates & Continuing Discussion Topics:

- Marketing & Promotion June indicated she is going to start posting Murphys as “vibrant” vs. continue the “charming” theme. Switch things up a bit. She is pinning posts on Instagram now too; she can pin 3 max, and she’s done wineries, restaurants, and businesses at this point. It would be good if businesses could post on their own social media or notify her early for the Thursday posts re: weekend events. Reviewed the Jan/Feb statistics for FB and Instagram re: views, interactions, followers, and posts; getting good traction.
- Murphys Irish Day – Still finalizing vendors and documentation. The committee is having a final meeting at the firehouse on Wed, 3/12. The documents look good; check-in sheets will be printed; the Fire Dept and Sheriff’s Volunteers are briefed and ready.

Parking passes will be distributed to businesses and residences with private parking behind the Arbors, off Main Street, and off South Algiers. There are 118 unique vendors this year, many with multiple booths. Check-in/check-out instructions are on the web NOW. June said 53 road closure volunteers are still needed. Jody said the parade volunteer slots are full, and there are 50 parade participants, but no bag pipers yet this year. Celtic event is the weekend before Irish Day at the Calaveras Fair Grounds; check there?

Jim Heryford reported that the beer booth volunteers are good. Kegs have been ordered; hopes the weather cooperates since only a limited number of kegs can be returned. Pop tents will be retrieved from the new storage unit.

- “Thursday locals nite/Dine Downtown” doesn’t seem to be resonating with the businesses.
- Lights, transformers, puddles, etc: Going to get some road base for the puddles for MID so vendors aren’t in water. No change in status since the last meeting for lights/transformers. There is a coordination problem between PG&E and Public Works re: fixing the lights.

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

- Conrad mentioned the daffodils at Ironstone are blooming now; next, it will be the tulips. There was a question about whether the Obsession Art show was going to happen. Conrad said the original manager for that event retired in 2024, so he wasn’t sure if it would occur this year or not. And the museum is undergoing some remodeling as well.

Announcements, Updates, Reminders, Events & Happenings:

- Murphys Community Park’s hut will be open for Irish Day with food and drinks for sale, staffed by their volunteers. There will be no Leprechaun Village as Murphys School of Music is not performing this year. Tree inspections are being done in the park. Berry bushes near the library are being removed. MCC is adding cameras around the property to help prevent vandalism. A park cleanup day will be held in June.

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 9:25 am) Our Next Meeting will be on Thursday, April 3, at 8:30am on Zoom

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