



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, April 3, 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
Briget Myers	MCC	Lydia Scheller	DEA
Patricia Schultz	Spice Tin	Bob Smith	Jazz Cellars
Jody Garcia	CWA	Tricia Slavik	Marketing consultant
June Andona	Pourhouse/MBA Dir.	Katrina Frey	Bank of Stockton
Scott Klan	Newsome Harlow/MBA VP	Isabel Lyle	Cedar Creek Realty
Conrad Levasseur	Ironstone	Andrea Sitarski	StarLite Soul Store

Minutes if Available *Past Minutes Available [Online](#) – Minutes available from Oct and Feb meetings to approve. Patricia motioned to approve, June seconded, all approved unanimously.*

Treasurer's Report *Current Financial Report [Online](#)* MID numbers still not finalized but gross will be about \$56k with \$2300 in income yet to be received. Expenses will be around \$44K so expect a net of close to \$16k which is half of what the income was in 2024. Donated \$12k to the Murphys Firefighters Assoc and \$3000 to-date to the Sheriff's Volunteers. Will probably end the year with a small deficit (YE=6/30/25). A new 2025/26 budget will be done in June.

Old Business, Updates & Continuing Discussion Topics:

- Marketing & Promotion June is seeing 150K people viewing the Instagram posts. FB is still a challenge and is down for everyone. She will continue to focus on the "vibrancy" of Murphys vs. the previous theme of "charming." Michelle mentioned businesses should continue to post their events to the visitmurphys.com calendar whenever they have a special event.
- Murphys Irish Day (MID) - Michelle asked for thoughts about the events/suggestions for next year, etc. Patricia said it was a good day for the Spice Tin; people were good and happy. Bob Smith dittoed that comment. Roni said it was a pleasant crowd; Lydia said the DEA has a good day, about the same as 2024. Steve said the Community Park had a good day people appreciated a place to get off Main St and sit down at the tables there. Michelle mentioned that 10K had attended vs. 15K in 2024. The CVB subscribes to a cell phone counting service which provides these attendance numbers. June said she'd like to see more costumes; maybe something to emphasize for next year.
- Lights, transformers, puddles, etc: Some road base was added to the worst puddle areas before the MID event. Martin Huberty toured with Public Works a week ago all the lights that need repairs/replacing/etc. The broken light near Native Sons has been unoperational for a year now; and a light was hit in the Community Park near the bathrooms recently so a new repair is needed there. Continuing follow-up to get some attention paid to these issues.

- Spring Wine Weekend – Coming up on Sat/Sun, 4/26 & 27. Jody said online ticket sales are at 423 right now, same level as last year at this time. Aiming for 800-850 total tickets sold. Will allow same day sales if there are still tickets left by the event date. Jody encouraged wineries to do special things for that weekend and provide “experiences” vs. just up-to-the-bar-tastings. June said the Pourhouse will offer live music on Sunday to encourage people to stay for the weekend. Last year, she promoted Saturday as the day to travel the Hwy 4 Wine Trail and Sunday, to walk around Main Street to the participating wineries.

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

- MCP Farmer’s Market - Briget mentioned the Farmer’s Market will start on Sunday, 5/25, 9-1. The Gundersons will be managing it again. Hope to have even more vendors this year – around 40 on the park side and across the creek near the library.
- Lydia mentioned she just had 2 couples in the store where it looked like one had created a **scavenger hunt** for the other couple and that those can be fun events to have. Could create one that would require looking all around town to find the ‘items.’ Lydia was interested in joining a committee to try this attraction; Tricia thought the Old Timers Museum volunteers might be interested in participating too.
- Native Sons & Daughters are dedicating 3 additional building plaques on 6/12. . The idea of creating uniform signs for buildings, like those in Volcano, was also discussed as an idea.

Announcements, Updates, Reminders, Events & Happenings:

- Habitat Bunco Tournament – Katrina Fey mentioned that Calaveras Habitat for Humanity is having a BUNCO tournament on Wed, 4/23, 2-5 pm at the Native Sons Hall in Murphys. Link for registration and payment (\$25pp) is <https://bit.ly/3FZTiYv>.
- MBA Fiscal Year End - Michelle mentioned the MBA Board elections will be in June. Encouraged everyone to consider being an “at large” Board member. Patricia and Jody agreed to be part of the nominating committee for the 2025/26 Board and officer elections. June is also when MBA membership renewals occur although anyone who joined in March or after retains their membership for the next year without additional charge.

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, June 5, at 8:30am on Zoom

**Our Membership Meetings are in June, August, and October, February, March (MID wrap up) & 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