



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, June 5, 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	Myrka Morales	Bear Valley/CVB
June Andona	Pourhouse/MBA Dir.	Jennifer Stoicheff	Century 21
Scott Klan	Newsome Harlow/MBA VP	Mike Poland	Murphys Suites
Conrad Levasseur	Ironstone	Kristen Gomez	Books on Main/Director

Minutes if Available *Past Minutes Available* [Online](#) – Minutes from Apr meeting not posted yet so could not approve.

Treasurer's Report *Current Financial Report* [Online](#) Michelle presented the draft 2025/2026 MBA budget mentioning the MBA's financial performance was below expectations as we are ending the current fiscal year with a loss. Due to current economic conditions, we can expect 10-12% less income next year. The new budget reflects that. Michelle explained that while we ended the year better than during COVID, we still faced our worst financial performance since then, prompting the need for more conservative spending and potential cuts to reserves.

Need to do more promotion for the Murphys Gathering event on 10/18; this is its 2nd year with that name. Both the Gathering and Day of the Dead events need income and do not breakeven as events for the MBA. Trash expense will be reduced as we will schedule fewer pickups this summer than the previous year; 4 bin cleanings are still included in the budget.

Membership renewal time is here; we will canvas members for dues and non-members to join. It is estimated that the time June spends on social media posts would cost about \$4k/mo if we hired an outside firm. An argument to entice new memberships/renewals perhaps?

June motioned to accept the budget, Kirsten seconded, and the motion was carried unanimously.

Election of Officers: There were no volunteers for becoming a member of the Board so the slate as presented below was motioned to be accepted by Patricia, seconded by Bob and it unanimously passed.

President:	Scott Klann Newsome Harlow Wines
Treasurer:	De Ann Freitag Murphys Art Glass
Vice President/ Social Media:	June Andona Murphys Pourhouse
Secretary/ Website:	Michelle Plotnik Architect
Board Member at Large:	Kirsten Gomez Books on Main

Old Business, Updates & Continuing Discussion Topics:

- **Marketing & Promotion** June reported that she continues to post 4-5 times weekly on social media, achieving over 100,000 monthly views on Instagram, and sought feedback on improving impact. Michelle and Kirsten praised June's efforts and content, particularly highlighting the focus on showcasing town beauty and its events. Michelle emphasized the importance of updating the calendar for visitors. June also clarified that while the Pourhouse building and land is for sale (similarly with Hovey), the business itself is not closing.
- **Lights, transformers, puddles, etc:** No further update since Michelle toured Main St with Martin Huberty showing him the light pole problems and low areas on Main Street's shoulder that need road base rock to keep from becoming puddles during rain. Some were temporarily fixed for Irish Day in March but need a permanent solution. She suggested if businesses would send Martin direct notes, there might be more impetus for action.
- **Spring Wine Weekend:** Occurred on Sat/Sun, 4/26 & 27. Jody said more online tickets were sold than "day of" this year; perhaps due to weather although the wine industry in general is on the decline and may not bottom out until 2026. They did not make their estimated net income from the event; about \$6k less than anticipated.

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

- **Scavenger Hunt:** Kirsten mentioned creating a scavenger hunt with a map to be sold for \$10 (for instance) for visitors to be directed around town and drawn into local shops might be attractive. Lydia had mentioned this at the last meeting and was interested in joining a committee to try this attraction; Tricia thought the Old Timers Museum volunteers might be interested in participating too. The group agreed to consider a historic-themed scavenger hunt, though Michelle noted that small prizes would likely not be effective in driving sales.
- **Community Video Project:** The group discussed creating short video snippets to showcase the community's camaraderie and collaborative spirit, rather than competition, with a focus on highlighting individual businesses and personal stories in brief, engaging formats for social media. Scott and Michelle agreed that short, impactful clips would be more effective than longer interviews, capturing the essence of the town's supportive atmosphere. The attendees emphasized the importance of demonstrating the community's family-friendly and collaborative nature, with specific mentions of businesses like JoMa's, the toy store, and the Books on Main. Myrka suggested conducting interviews with business owners to showcase their favorite local spots, further enhancing the town's appeal.
- **Resume In Person Meetings?:** It was suggested having an in-person August membership meeting but overall enthusiasm was lacking so the Zoom meeting format will remain.

Announcements, Updates, Reminders, Events & Happenings:

- **First Friday Music in the Park event:** is happening tomorrow June 6th at 5:30p (this one is sponsored by the MBA) where Newsome Harlow wines will be served exclusively. Bridget clarified that outside alcohol is not permitted.

- **Mixer:** The Board agreed to organize a social mixer in June or July in Newsome Harlow's courtyard which Scott volunteered, collaborating with CVB and CWA, to increase visibility and engagement.

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.
- Lights/Transformers in need: **1)** pole near Serendipity was knocked down, **2)** one in park is also knocked down near the bathrooms **3)** transformer in front of Native Sons Hall is to be moved over near the fence (1 yr waiting; suspect permit issues?).
- Low areas on Main St shoulder that need rock added to level out: near fence on north side right after the bridge and some holes exist near Murphys Hotel.

Adjournment: (at 9:45 am) Our Next Meeting will be on Thursday, August 7, 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