



The Murphys Business Association aims to increase awareness of the greater Murphys area businesses, attractions, and special events, promote a healthy business climate, and encourage high ethics and professional standards.

MEMBERSHIP MEETING MINUTES for Thursday, August 7th, 2025, 8:30 am – On ZOOM

Call to Order and Introductions:

De Ann Freitag – MBA & Murphys Art Glass
Bridget Myers – MCC & MaxMedia
Jody Jurgens Garcia – CWA
Patty Schulz – Spice Tin
Joe Lazzara – Jazz Cellars

June Andona – MBA & Murphys Pourhouse
Roni Vela – Gold Dust Designs
Kirsten Gomez – MBA & Books on Main
Scott Klann – MBA & Newsome Harlow
Zoom User - Unknown

Minutes if Available: *Past Minutes Available*
[Online](#) – *The Minutes from April & June were*
approved without any opposing votes.

Treasurer's Report: *Current Financial Report*
[Online](#) – *no report this month*

Old Business, Updates & Continuing Discussions:

- June Andona, our social media coordinator, reported that our Instagram posts reached over 143,000 people in the past 30 days.
- Scott, Board President, suggested that we feature the Ironstone concerts by creating live updates snippets for the two upcoming concerts and try to capitalize on the additional folks in town for the concerts.
- De Ann, Treasurer, reported that we had a balance of \$21,419 in the bank account and a pending payment of \$915 due to our insurance company. She is still trying to get full access to our PayPal account and other financial details.
- There was further discussion of ways to document & share the experience of being in Murphys during a concert weekend. June asked for help in getting videos and photos since she is unable to leave the Pourhouse when it's busy. Kirsten and Bridget offered to capture footage and share it with it June for her use in promoting Murphys on our social media.
- There was discussion of recent increases in business, in part due to the Ironstone Concerts. Several people mentioned that Wednesdays were becoming much busier.
- There was additional discussion on the importance of tourism and the local community and an acknowledgement that events can be important even if they don't bring in much revenue. Events bring in new visitors and help create a sense of community. The group agreed that two of our biggest assets were the Community Park and the creative, independent spirit of our community. And, of course, there was a reminder that all these organizations need support and volunteers to create, organize, and manage our events. Bridget expressed her gratitude on behalf of the park for the community's support.

New Business, Announcements, Reminders, Events & Happenings:

- There was discussion of upcoming events, including Pride in the Park, Concours, Oktoberfest, and Ron Fillmore's memorial in addition to MBA's fall & winter events.
 - ✓ Murphys Gathering of the Witches, Warlocks & Magical Beings on Saturday, October 18th, 2025, on Historic Main Street. De Ann reported that the next meeting would be on September 19th at 8:30am at the Mystical Emporium's Tea Shop.
 - ✓ Murphys Dia de Los Muertos on Saturday, November 1st, 2025, in the Murphys Community Park and at participating businesses
 - ✓ Murphys Open House on Friday, December 5th, 2025, on Historic Main Street

- There was discussion of cleaning up the posters and flyers on the tree protectors and poles around town. Scott and Kirsten were going to do a quick clean-up, concentrating on removing flyers for past events and out-of-town events while trying to support our local events and organizations.

Updates from Other Businesses or Community Groups:

- Bridget reported that Joanne Elliot is the new President of the Community Club and that Ben Gunderson, the Farmers Market coordinator, will be taking over park rentals. They will both be bringing new ideas to the organization.
- Bridget also noted that Jennifer Padilla would be joining her at MaxMedia to expand the availability of digital marketing services for local businesses.

Adjournment: Our Next Meeting will be on **Thursday, October 2nd, 2025, at 8:30am on Zoom**
Our Membership Meetings occur on the first Thursday in June, August, October, February, March, and April.
Our Annual Tree-Decorating Party will replace our December meeting.

Please invite your neighboring businesses or other interested parties to join us. It is not necessary to be an Association member to participate in events or meetings.

[ZOOM LINK](#) TO MBA BI-MONTHLY MEMBERSHIP MEETINGS – No Zoom in December!