



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, February 5th, 2026, 8:30 am – On ZOOM

Call to Order and Introductions:

Scott Klann - President
June Andona – Vice President
De Ann Freitag – Board Member
Kirsten Gomez - Treasurer
Michelle Plotnik - Secretary
Ewa Kuc
Bridget Meyers - member
Michael Summers - member
Roni Johnson - member
Patty Schulz - member

De Ann Freitag - member
Jody Jurgens Garcia - member
Breanna Walsemann - member
Jay Pink
Steve Gonzalez
Ann Marie & Doug Conrad - member
Kathinka McKeowen - member
Joe Lazzarra - member

The meeting was called to order at 8:32 am by President Scott Klann. There was a brief delay and some casual discussion while the required 10-member quorum came online, so votes could be conducted.

Minutes: Past Minutes were available online – Kirsten motioned that they be approved, Patty seconded, and the motion passed with no opposition or corrections.

Treasurer's Report: No official financial report was available this month. Michelle reported that the organization has nearly the same amount of money in its accounts as at this time last year, but early-year income is down by \$4,000 to \$5,000. De Ann noted that membership income is somewhat lower than last year, with late renewals being a major factor. Michelle noted that slow renewals, lower event income last year, and increased costs are likely to result in a loss for the current fiscal year. The board hopes to have a more detailed report available in March. We are transitioning to new online accounting software and need to input and categorize transactions from earlier in the fiscal year.

Overall Summary of Meeting:

The February membership meeting focused on several key topics, including the organization's financial status, which showed a decrease in membership renewals and overall income compared to the previous year. The group discussed the upcoming Irish Day event, emphasizing the need for volunteers and sponsors, and highlighted the importance of collaboration among businesses. June presented a social media update, noting increased engagement on Facebook and the success of reposting content, and discussed plans to promote local businesses and events. The association also considered changing its fiscal year to align with the calendar year. Scott reported that our Treasurer, De Ann Freitag, had stepped down and that Kirsten Gomez would take over the Treasurer's duties. Additionally, Ewa from KidBiz Hub introduced the KidBiz Hub Youth Business Fair and noted that they were seeking sponsorships and donations. Jody provided updates on the CWA's upcoming events, including a bubbles-and-bites pairing and a President's Day weekend promotion.

Old Business:

The group discussed current challenges, including lower sales for most events and businesses despite good attendance and visitation. Economic challenges for businesses have led to lower sponsorship levels than in previous years for most of our events. Kirsten highlighted the success of the Dia de los Muertos event, which

received positive feedback for its authenticity and great attendance, but had lower-than-usual sponsorship income.

There was continued discussion of ways to collaborate with one another and other groups, and the value of branding and decorations for the town and our events.

New Business & Discussion:

Scott reported that the board was considering changing our fiscal year to align with the calendar year, which would change our dues year to a more convenient one for businesses. There was some discussion of the pluses and minuses, and it was agreed that we would return to the group with a proposed Bylaw modification for a vote. Michelle mentioned that we may take the opportunity to review & update the Bylaws, and Jay Pink offered to help with a legal review of the current Bylaws.

June reported strong performance on social media, particularly increased engagement on Facebook, with continued strong engagement on Instagram, and discussed plans to create mini-guides and focus more on wedding promotions. Kirsten shared her success with June's repost button feature, resulting in significant follower growth and engagement. Michelle emphasized the importance of providing content ideas and images, and of ensuring events are posted to the Visit Murphys calendar and our business's social media and websites, so we can help promote them.

There was discussion of discount programs, locals promotions, late nights, mid-week itineraries, and other ideas. Ann Marie & Doug shared some ideas and what they are doing now. June noted that Sundays were her best days for locals and that the weather was one of the biggest determining factors in how many people they would see in town and at the Pourhouse. Michelle mentioned that we've tried many of these ideas in the past, without much success, but both Michelle & Scott emphasized that we are open to trying them or other ideas again.

The board noted that Irish Day preparations were going well and that we had a huge vendor response. Michelle noted that we were full and that any Main Street business wanting to reserve the space in front of them should submit their request as soon as possible. Board members emphasized the need for volunteers and sponsorships to support the event.

Announcements, Reminders, Events & Happenings:

The meeting ended with reminders to:

- Post your events to our [online calendar](#) and don't forget to keep your own Instagram, FB and web pages up to date!
- Visit our [members-only FB page](#) for updates and to post anything you'd like to share.

Adjournment at 9:45 am: Our Next Meeting will be on March 5th, 2026, and will be focused on Irish Day.

Our Membership Meetings occur on the first Thursday in February, March, April, June, August, October, and December. The December meeting is a Tree Decorating Party

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, planning committees, or meetings.

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