



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 professional standards.

MEMBERSHIP MEETING MINUTES for Thursday, March 5th, 2026, 8:30 am – On ZOOM

Call to Order and Introductions:

Scott Klann
Kirsten Gomez
June Andona
De Ann Frietag
Michelle Plotnik

Roni Johnson
Bob Smith
Patty Schulz
Robin Dickson
Jody Garcia

Jay Pick
Michelle Mach
Ann Marie & Doug

Minutes if Available: *Roni motioned and Patty seconded that the minutes be approved as presented. The motion passed with no objections*

Treasurer's Report: *No formal financial report this month.*

Old Business, Updates & Continuing Discussion:

- Michelle gave a brief update on our transition to an online accounting system and Scott assured everybody that we would have a full financial report at the next meeting. De Ann has retired from the Treasurer position, and the board has appointed Kirsten to take over those duties. De Ann created the Quicken/Simplifi online account and linked our accounts, so they are synchronizing recent and current transactions but require quite a bit of additional work.
- Michelle presented the previously introduced changes to our fiscal & membership year and noted that the DRAFT Bylaw Amendments were already available online and asked for comments. Jay Pink volunteered to look at them and provide some feedback. Michelle noted that we would be bringing back a further edited version for a vote at our next meeting.
- Michelle and the board provided updates on Irish Day and emphasized our challenges with filling our volunteer slots. June shared the volunteer sign up link in the Chat and Michelle noted that she would send out the volunteer flyer with the link and QR code as well as post additional flyers around town. Logistical details regarding vendor booth layouts, communications with vendors, and parking passes were also discussed. There was further discussion about parade participation, parking, and supplies needed for the event. Kirsten offered to create shamrock shaped parade passes for the parade participants that can be hung from the rear-view mirror of cars coming through the check-in points. The board and planning committee answered questions about toilets, trash, parking, parade and vendor logistics, clean-up and more.
- The group discussed the marketing approach for Irish Day and June's pivot to prioritizing more user generated content in our social media posts and her efforts to emphasize people having fun and videos highlighting movement over "beauty shots." We are already seeing an increase in shares and saves which are the new metric for success. June shared that using linktr.ee in Instagram allows you to share links within your profile that aren't allowed within the posts themselves and encouraged everybody to consider it in their own accounts.
- The group revisited ideas for branding and cross marketing opportunities. Patty reported on several partnerships she is working on and gave kudos to Scott for inspiring these collaborations.
- Michelle asked the group if they would support a \$250 sponsorship of the KidBiz entrepreneur event on May 23rd in the Community Park.

- Michelle noted that while our income from memberships and last fall events were down, we can still comfortably provide this small sponsorship to support the Youth Business Fair. The group was supportive. Kirsten motioned that we provide the \$250 sponsorship, Doug seconded and the motion passed with no opposition.
- Michelle asked about the level of interest in returning to in-person membership meetings. After discussion, it was decided to hold off until summer and look at options for providing hybrid access. We discussed the possibility of having at least one in person meeting each year in addition to our evening mixers.
- Kirsten provided more detail on her progress with getting our financial records uploaded to our new Quicken/Simplifi online account. De Ann mentioned that she had downloaded some files to try uploading. Michelle & Kirsten agreed to work together to fill in the blanks, remove any duplicates, and categorize all the transactions so we can create an updated financial report for our next meeting. We also talked about implementing a more comprehensive shared file system on Google Drive.

Announcements, Reminders, Events & Happenings:

- 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.

Updates from Other Businesses or Community Groups and Upcoming Events:

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

Adjournment: Our Next Meeting will be on **June 4th, 2026**.

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!