

MBA Meeting Minutes February 5, 2020

Attendees – Marilyn Morton (Minet), John Bracken (Crush), Kathleen Mason (MICC), Krist Obrist (City of Monmouth), Phyllis Bolman (City of Monmouth), Miriam Haugen (Haugen's Gallery), Yvonne Jessop (Expo Realty), Mike Irons (Mungos), Ben Meyer (Edward Jones), Lacey Johnson (Curves), Kevin Raschko (Columbia Bank), Bill Foster (Kampfer), Jeannette Moore (WAFD), Zellee Allen (PCL), Susan Fuller (WOU/UCC)

Call to order at 7:34.

Introductions of attendees.

We will table approving minutes from December Meeting. Will do December and February minute approval at March meeting.

Financial Statement – Kevin gave update on finances. In good shape. Current balance is \$11,649.99. See financial statement for more information. May want to reconsider how some things are divvied up at some point. ACTION - Motion to approve financial statement is made, 2nd, and carried.

Music in the Park – Bands have been set for summer 2020. The cost will be 10,400 for covering the bands. Banners will be \$350 this year for sponsor businesses. ACTION - Motion to approve paying for the bands is made, 2nd, and carried.

Member Spot Light – John Bracken presented about Crush Wine Bar. Crush now has 3 different levels of wine tours – joinable wine tours, private tours, guided/elevated tour experiences. Crush also has a wine bus and limo. Private tours do not just have to be for wine tasting - can rent for any type of event/activity. Guided/elevated tours can be customized to whatever guest would like to do. Check out website for more information. New wine list at restaurant – 104 wines, 76 are local, 100 available by the glass. Current specials - Free spaghetti with each \$5+ drink purchase on Mondays; Complimentary wine tasting from local wineries on Wednesdays from 5:30-7:30; Joinable wine tours on Saturdays. Coming soon – wine trivia on Tuesdays and new chef/menu. If all goes well, a new chef will be starting soon who specializes in wine and food pairings. Also doing a special with MaMere's Guest House for month of February – a romance package that includes a stay at MaMere's, 2 tickets on joinable tours, and chocolate covered strawberries.

Vision Statement – Executive committee came up with a couple of possibilities for an MBA vision statements. Suggestions from attendees include; making sure we focus on "vision" – what will it look like 5 years down the road – don't duplicate mission statement; don't want to forget the "advocacy" part of our focus.

Proposed Vision statement revised - The MBA is promoting a dynamic, historic, thriving destination town in the heart of the Willamette Valley wine country where people can experience local goods, services and entertainment in a warm, safe environment.

Executive committee will draft another version of vision statement and bring to March meeting for review. Mission statement will be included to compare.

Education Committee Discussion – Committee would like some feedback on what kinds of educational presentations would be helpful to have at future meetings. The idea would be to have a short educational presentation at MBA meetings. John suggested ideas such as – social media, common legal issues, business structure, logo designs, financial analysis, time management, signage. Additional ideas suggested at the meeting – business tax laws, business pairings/cross promotion opportunities, payroll management, legislation effecting businesses, how to start a business, resources available in our community (WOU, Indy commons). It was suggested the MBA do a survey of members and nonmembers to see what they want. If you have ideas, please submit to John, chair of the education committee.

Should the MBA join the chamber? Kathleen suggested a Community Supporter level would be appropriate for MBA. The cost would be \$115/year. There was some discussion around why we should join, since many of the businesses are already chamber members. Historically, MBA has supported the chamber monetarily in other ways. IDA is a member. Bill made a motion to join the chamber at a community supporter level. Marilyn 2nds. Motion is approved.

Web Page Discussion - It has been pointed out that there is no web page for the MBA. Joining the chamber will provide at least a start in having a web presence, beyond Facebook page. Tabled discussion for a website for now.

Miscellaneous Items:

- Holly Tangeman has agreed to be a liaison between MBA and City Council.

Announcements

- MICC Greeters will be February 12th 8:30 at Minet
- Thirsty Thursday will be at Hayden Homes Development on February 20th at 5:30
- Open House at Yeasty Beasty about proposed waste water charge – February 24th at 4:30pm (Krist will confirm time).
- State of the Cities address will be February 13th at Independence Cinema at noon. Both mayors will present.
- Membership Committee will be meeting Feb. 10th at 10am at MaMere’s Guest House
- Impressive turn out for City Manager open house – 51 people. Hope to have someone hired by the middle of April.
- Community input meeting for new city hall was well attended. Two more community input meetings will likely take place.
- Council will do goal setting meeting in February. Main theme is economic development.

- World Wide Read Aloud Day – February 5th at noon at Monmouth Public Library and a special local author will read his new book at 3pm for kids.
- WOU is proposing to cabinet that a regular WOU representative start attending MBA meetings.
- Polk Partnership will be meeting quarterly and staffed by Travel Salem. Main objective is a clearing house of Polk County events. We will try to learn more.