

## Monmouth Business Association Minutes

February 3, 2021

Meeting was called to order at 8:02am, February 3, 2021 via Zoom.

**Attendees:** Miriam Haugen (Haugen's Galleri), Suzanne Dufner (City of Monmouth), Kathleen Mason (MICC Chamber of Commerce), James Martin (Dancing Muse), John Bracken (Crush Wine Bar), Jeff Glodt (Grain Station), Lacey Johnson (Curves), Jason Saunders (Minet), Janey Jefferson (Monmouth Dance & Fitness), Warren (Enhanced Visitor Experience), Emily McNulty (MaMere's Guest House)

**Introductions:** Everyone had the opportunity to introduce themselves. Please see announcements for specific updates.

**Meeting Minutes:** James moved to approve January minutes and Kathleen seconded motion. Motion carried.

**Financials:** James moved to approve the financial statement (no changes from last month) and Kathleen seconded the motion. Motion carried.

**Revision of MBA Bylaws:** Last month a notification of changes of bylaws was introduced. James moved to approve the revisions to the by-laws with the amendments of needing to spell check and updating them to include a statement that "the secretary shall notify the MBA membership of amendments to bylaws." Kathleen seconded the motion. Motion carried. Miriam will update the bylaws and Emily will get them posted on the website.

**Shop Local Utility Program:** Suzanne introduced the "Shop Local" utility program. Anyone with a Monmouth address can participate. Spend \$20 at approved businesses and Monmouth residents can get a \$10 credit – up to a \$30 credit – on their utility bill. Some paperwork will need to be filled out. This program targets businesses that have been hard hit by the pandemic. Posters are available if you would like to display it at your business. For more information, please see the City of Monmouth website. If businesses have a February special, please send description and photo to Suzanne by February 4<sup>th</sup>.

**Enhanced Visitor's Experience Program:** Warren, the creator of this program shared more about the Enhanced Visitor's Experience program. He has developed an app that has a directory of spots to do "quests" to help drive tourism. It is a way to drive visitors to an area and give them something to do as they explore a specific location. We could have various stops around Monmouth for people to visit, promote events, promote businesses, and have exhibits. Each location has a beacon (about the size of a silver dollar) that shares information with participants' phones about a specific spot when they are near the beacon. It could be historical

information, for example. The idea is to create a “quest” that helps participants get to know the community. People would pick up a paper guide at a place like the Visitor’s Center to get started; download the quest on the app for \$2.99; complete the quest; and then pick up a prize, such as a magnet from a specified location.

Of the \$2.99 cost of downloading the quest on the app (the app is free to download initially), a portion would go to the MBA (\$.75-\$1) and a portion would go to Warren’s company. The quest is good for about a week, then participants would have to purchase it again to do the quest again. The app home page is unique to our area. The MBA would need to provide text for the app, choose locations, provide pictures and keep information up to date once the initial design is complete. The MBA would also be responsible for beacon batteries (about \$20/year) and for magnet purchase (about \$90/500 magnets).

James made a motion to start a committee to look further into this concept and present at the next meeting. Emily seconded the motion. Motion carries.

James, Miriam and Kathleen agreed to be on the committee.

**MBA Website:** The website is off to a good start. Most of the businesses that have signed up and claimed their business are not regular MBA attendees. Hopefully this will help show the benefits of MBA membership. We still need to be reaching out and encouraging businesses to register, claim and edit their business listing. There are useful tutorials listed on the website in “business resources” if you still have not registered, claimed and edited your business listing. Emily & Suzanne are the only ones that are currently approving and helping businesses and editing the website. There is a need for some more technical assistance from Tori (web designer) as we continue to edit and add businesses. Emily asked that we consider allocating some funds to help pay Tori for her assistance, at least at the beginning to ensure an accurate and robust website and also to help train MBA representatives. As a reminder, the MBA has not had to spend any money for development up to this point, as the City paid for the initial development of the website. If you are interested in getting trained and helping with website, please contact Emily & Suzanne.

James made a motion to allocate funds out of the MBA general fund up to \$500 to pay Tori for website maintenance and technical assistance. Jeff G. seconded the motion. Motion carries.

**Google Business Listing:** James reminded businesses to claim their google listing. It is a fairly simple process, but this will also help our map on the website. Just google “google my business” and it should walk you through the steps needed to claim your google business listing.

## **MBA Committee Updates**

- *Website* – See above. We need more volunteers to help manage the website. If anyone is interested, let Emily & Suzanne know.
- *Social Media/Communication* – Sabra and Emily now have access to MBA Facebook to help with Miriam with posting. The group probably needs to look at creating some basic guidelines around social media for the MBA.
- *Business Outreach/Membership* – Suzanne, Emily, and Kathleen met last week. Sabra has also agreed to join. The group is working on a survey to learn more about what local businesses want out of the MBA and have started to discuss what a membership structure might look like for the MBA. If you have survey question ideas, please send to Emily.

### **Announcements**

*Haugen's Galleri* – Miriam is creating a photography class for small businesses.

*Monmouth Dance & Fitness Studio* – Now open with in person and zoom classes available.

*Curves* – Also now open for in person work outs.

Meeting adjourned at 9:15am.

Next meeting is March 3rd at 8am.