

## Monmouth Business Association Minutes

March 3, 2021

Meeting was called to order at 8:03am, March 3, 2021 via Zoom.

**Attendees:** Miriam Haugen (Haugen's Galleri), Suzanne Dufner (City of Monmouth), Kevin Raschko (Columbia Bank), Kathleen Mason (MICC Chamber of Commerce), James Martin (Dancing Muse), Jeff Rose (Main St. Ice Cream), Bill Foster (Kampfer), Sabra Jewell (WOU), Emily McNulty (MaMere's Guest House)

**Introductions:** Everyone had the opportunity to introduce themselves. Please see announcements for specific updates. Many in attendance are thankful for the spring weather!

**Meeting Minutes & Financials:** Financials have not had any activity this year. James moved to approve February minutes and financials. Kathleen seconded motion. Motion carried.

**Shop Local Utility Program:** Suzanne shared that the "Shop Local" utility program was a huge success. About 100 accounts participated, about \$3000 in credits were given and about \$9000 spent at local, small businesses.

**Enhanced Visitor's Experience Program:** The Enhanced Visitor's Experience program is an app that has a directory of spots to do "quests" to help drive tourism and promote local businesses. At our February meeting the creator shared about the program and a subcommittee was formed. The MBA committee met and determined it would be a good idea to move forward. We will 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. 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 (\$1) and a portion would go to Warren's company. The MBA needs to provide content 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 magnet purchase and development of printed materials.

James made a motion to move forward on developing the Enhanced Visitor Experience program for Monmouth. Kevin seconded the motion. Motion carried.

**MBA Committee Updates**

- *Music in the Park* – Music in the Park will depend on ability to use city property for events. Suzanne is cautiously optimistic that we will be able to do it in some form. City is taking reservations for events, with the caveat that it all depends on the COVID situation at time of event. Socially distant protocols will need to be followed. Bill said there is an average of 250 people in attendance. We will need to think through logistics. Sponsorship messages usually go out in May and we should still plan on this happening.
- *Website* – The website is off to a good start. Please remember to update your 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. Tori has been very helpful in continuing to work on the website and assistant businesses.
- *Social Media/Communication* – The committee has been trying to ramp up our MBA Facebook presence. The committee will meet to determine a basic social media plan and set some parameters for this work moving forward. We are getting more likes and interactions with our posts.
- *Business Outreach/Membership* – The committee met last week. The group is continuing work 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. The committee would like to offer some gift cards to local businesses as an incentive for completing the survey and hopes to send it out by the end of the month. The City of Monmouth has agreed to send the survey out using their survey monkey account.

James made a motion to approve \$100 for 4 \$25 gift cards to a local business as incentives for completing the MBA survey. Kevin 2<sup>nd</sup> the motion. The motion carries.

## **Announcements**

*Dancing Muse* – James has applied for a grant through the city to do a movie night in the park this summer. The movie will be Pirates of Caribbean.

*MaMere’s Guest House & Event Center* – Keep MaMere’s in mind for future events/retreats/activities!

*WOU* – WOU beat their goal for giving day! Spring sports have started back up. Limited number of spectators allowed right now.

*Chamber* – Chamber chat will be Mid-Willamette Wedding and Country Financial. Don’t forget Greeters and Thirsty Thursday coming up and to make updates to your chamber listings.

*City of Monmouth* – Commercial rent relief opportunity is available. Landlords have to apply. Suzanne is willing to help landlords navigate the application.

Meeting adjourned at 8:50am.

Next meeting is April 5th at 8am.