

BOD Meeting Feb 15, 2022

Gail absent

Al, 30 minutes late - arrived 1:40 p.m.

All others present.

Call to order - 1 p.m.

1. Approval of draft agenda: Jan, Noelene, carried

2. Approval of Jan 18 Minutes: Noelene, Jan, carried

3. Acceptance of January financial reports: Marci, Brian, carried

4. Admin Director's report

National House Inn, refusing to pay monthly, was accommodated to pay annually at \$420. Linda memorized the payment so that it will pop up as an invoice reminder in Quickbooks next November.

5. Marketing Director's report

A. Status of Marketing to-Do List - Sandy reported near completion of her pre-retirement to-do list, noting exceptions are online listings for 234 Winder (nonresponsive) and Hillsdale B&B (doing it herself slowly as innkeeper is overwhelmed with a full-time job)

B. InVideo Video Creation Editor - the BOD agreed to okay a \$180 expenditure from budgeted marketing funds to continue her replacement's access to the program.

6. Old Business

A. Membership Committee Report - Brian reported that while neither Cindi nor Linda Benson have new-member prospects on the front burner, he is working with Martha's Vineyard (past member - now new owners), Innisfree (undergoing renovations), and The Last Resort (worn, but new owners are working at renovating and would probably pass QA inspection).

Noelene suggested Brian keep an eye on Rosemont in Douglas as it is under new ownership and is being renovated with the new owners "putting a lot of money into it.")

B. Education Committee Report - Marci reported continuing webinars and "Over Coffees."

C. Good & Welfare - Patricia reported the opportunity afforded by the ALP conference to meet the AHLA leadership and share with them MBBA's

original letter sent to Michigan's senators regarding Google's unfair practices. Noting Lisa Kolb of Acorn-IS is a leading antitrust advocate, she commented she is planning to move her website from Odysys to Acorn. Patricia reported no movement on proposed STR legislation and noted that "no news is good news."

D. Unredeemed Gift Certificate Fund - Members unanimously agreed they are comfortable realizing the unclaimed \$17,000 escrowed in the gift certificate fund as operating income to pay transition and other expenses.

7. Old Business

A. Status of Office Transition - Patricia said she will email the moving/transition budget to the Board.

B. Status of Replacement Contractor - MOTION: It was moved by Noelene and seconded that Marci be authorized to make a final offer to the selected candidate on Friday, February 18. MOTION CARRIED.

C. Recommended Change in Best Practices - MOTION: It was moved by Marci, seconded by Noelene that wording on page 10 of the Quality Assurance Checklist be revised as follows: "Furnish guest rooms only with bedspreads, shams, duvet covers, throw pillows, etc. that are intended to be used and will be laundered/cleaned/sanitized with each room turnover." MOTION CARRIED. Members agreed that the new verbiage be publicized before this spring's reviews.

D. MBBA's regional boundaries as applicable to the QA Review Program - In Gail's absence, this item was again tabled to next month's meeting.

E. ALP Project Participation-Poll - Marci conducted a poll among Board members that was requested by ALP, in which they were asked to weigh in on the most important issues facing the industry today. The leading MBBA response from among the choices of ADA compliance, OtAs, STRs, Covid and Google was STRs. Patricia will call Beth Robinson at ALP to convey STRs as the Board's primary concern.

8. Next scheduled BOD meeting is via Zoom on March 15, 2022 at 1 p.m. Jan will take the Minutes.

9. The meeting adjourned at 2:23 p.m.

Respectfully submitted by
Jan Smith, Secretary

