Michigan Bed & Breakfast Association
Board of Directors Meeting
January 18, 2021
1:00 p.m. Via Zoom

MINUTES

Directors Present:	Brian King, Marci Palajac, Jan Smith and Noelene Wilson
Advisory Member Present:	Patricia Widmayer
Advisory Member Absent:	Gail Gotter
Staff Present:	Linda Singer and Sandy White

Having determined that a quorum of Board members was present, President Marci called the meeting to order at 1:00 p.m. on January 18, 2022.

Aspiring Innkeeper Education Presentation
Prior to moving to the official agenda, Darci Bartlett, innkeeper at The Spring Lighthouse B&B in Elk Rapids, presented an outline of the Aspiring Innkeeper Education Program she has volunteered to head. Board members agreed she should continue to move forward based on the outline she presented.

1. Approval of Draft Agenda

MOTION: It was moved by Noelene, supported by Jan that the Draft Agenda be approved as presented. **MOTION CARRIED.**

2. Approval of Minutes of the Board of Directors Meeting of December 13, 2021

MOTION: It was moved by Jan, supported by Noelene that the Minutes of the Board of Directors Meeting of December 13, 2021 be approved as presented. **MOTION CARRIED.**

3. Acceptance of End-of Year Financial Reports for the Month Ending December 31, 2021

MOTION: It was moved by Noelene, supported by Brian that the end-of-year financial reports for the month ending December 31, 2021 be approved as presented. **MOTION CARRIED BY ROLL CALL VOTE.**

Brian	**YES**
Marci	**YES**
Jan	**YES**
Noelene	**YES**

4. Administrative Director's Report

A. 2022 Membership Nonrenewals

The only member non renewed at the end of 2021 is The Inn at Paw Paw, which is no longer operating as a bed and breakfast inn.

B. Status of Monthly Recurring Billings

Linda said that all members except one are successfully transferred to the new monthly-recurring billing system. National House Inn prefers not to have its credit card information on file and wants to pay once annually by check. Linda said she is continuing to work out a mutually-satisfactory solution.

C. Comparison of 2021/December Gift Certificate Sales With Previous Years

Linda presented a report comparing holiday gift certificate sales each year from 2017 through 2021. Sales this past December were the highest in the association's history, with 97 sold in December for a record $24,440. Total sales for all of 2021 also hit an all-time high at $47,620 compared with a total $41,326 in 2020.

D. MBBA's Regional Boundaries as Applicable to the QA Review Program

In Gail's absence, this item was tabled to the February meeting.

E. Status of New QA Reviewers

Linda reported the addition of two new reviewers to the Quality Assurance program: Tony Ciccantelli of Washington Street Inn in Grand Haven for the SW region; and Jean Prout, former innkeeper/owner of Ginkgo Tree inn in Mt. Pleasant for the central west and near NW areas.

6. Marketing Director's Report

A. To-Do List Update

Sandy updated the Board on the status of completing her pre-retirement to-do list, stating that she has also added some items and plans to have all completed by January 31.

B. Governor's Conference on Tourism Report

Sandy reported her conference experience important primarily in having MBBA be visible and in networking with others in the industry. She recommended that the association continue to be represented at the annual event as it can afford to do so.

6. Old Business

A. Membership Committee Report

Brian had no new members to report, primarily because of the intervening holiday season. He said he has been in contact with both sales representatives and continues to monitor their prospect lists.

B. Education Committee Report

Marci reported the first webinar of the spring/winter series is set for January 20, which will be followed by one webinar each subsequent month through April. The first in the series of "Innsider Trading: Over Coffee" discussion groups will

kick off on January 26 with a focus on 'conflict resolution,' held over from unfinished discussion at the November conference. Over Coffees are scheduled the last Wednesday of each month through April.

D. Good and Welfare

1) STR Legislative Update

Patricia reported that while no action appears imminent, it would be wise for members to again voice their concerns and objections to their state senators in the event of unforeseen action.

2) Anti-Trust Legislation

Patricia reported that as a result of increased bipartisan support and interest and at the Board's direction as provided at last month's meeting, she resent the letter first sent in August to Michigan's Senate representatives. It restated MBBA's concern with Google's abuses against the lodging industry and the association's offer of assistance and support.

E. Adoption of the 2022 Operating Budget

It was moved by Jan, supported by Brian that the 2022 MBBA Operating Budget be approved as proposed. **MOTION CARRIED BY ROLL CALL VOTE.**

Brian	**YES**
Marci	**YES**
Jan	**YES**
Noelene	**YES**

7. Next Board of Directors Meeting

The next meeting of the MBBA Board is via Zoom on Tuesday, February 15, 2022 at 1:00 p.m.

9. Adjournment

There being no further business before the Board, Marci adjourned the meeting at 2:15 p.m.

Respectfully submitted by:
Jan Smith, Secretary