

Michigan Bed & Breakfast  
Association **Board of Directors**  
**Meeting**  
June 21, 2022  
1:00 pm- Zoom

**MINUTES**

Directors Present: Al Heminger, Marci Palajac, Jan Smith, and Noelene Wilson  
Advisory Member Present: Patricia Widmayer  
Not Present: Brian King  
Staff: Donna Cain and Byron Cain

Having determined that a quorum of Board members was present, President Marci called the meeting to order at 1:02 p.m. on June 21, 2022.

**1. Approval of Draft Agenda- June 21, 2022**

**MOTION:** It was moved by Noelene, seconded by Jan, that the draft agenda dated June 21, 2022, be approved. MOTION CARRIED

**2. Approval of Minutes of the Board of Directors Meeting- May 17, 2022**

**MOTION:** It was moved by Marci and seconded by Noelene that May 17, 2022, BOD Meeting Minutes be approved. MOTION CARRIED

**3. Acceptance of Financial Reports - the Month Ending May 17, 2022**

**MOTION:** It was moved by Jan, seconded by Al, that Financial Reports for the month ending May 17, 2022, be accepted as presented. MOTION CARRIED.

**4. Administrative Director's Report**

A. Administration

1. Status of QA Reviewers- Donna reported that only 1 inn is left to be inspected- Canterbury Chateau in Brighton. They are a non-assessing member and Donna is questioning if Linda will find they do not meet current MBBA standards.
2. Status of Recruiters- new member Newton of Ypsilanti's listing is complete. We just received a credit card from [Wickwood](#) Inn and will begin onboarding this week. [Frederick Sterns House in Detroit](#) is being inspected by Linda on Monday.
3. Status of Gift Certificates- Donna reported 13 gift certificates have been redeemed for \$3,300 and 9 new gift certificates were created for \$3,800.

4. Status of Monthly memberships and assessments- Donna reported all members are current as of June 15<sup>th</sup> and 31 inns have submitted May assessments totaling \$1,851.
  
5. Approval to transfer funds-May was a significant expense month with Q/A inspections totaling \$5,101.42 and Gift Certificate redemptions totaling \$3,300. Requested authorization to transfer \$12,000 from Money Market to Macatawa.

**MOTION:** It was moved by Marci, seconded by AL, that this transfer is approved.  
MOTION CARRIED

6. Website update-
  - We have progress to report with Q-4
    - A sandboxed site created for testing updates
      - Updated to the latest version of WordPress 6.0
      - Web Directory 2.0 Map and Search functions bugs finally acknowledged. MBBA bought an update to Web Directory 2.0 and passed it on to Q4. They will try and install and see what happens to the directory listings (Each inn will need to be tested after the update on mobile / tablet/desktop devices with different browsers). Will ask board members to do a quick check on their own listing when the time is appropriate.
      - Broken links were over 100 and are now down to 17. The remaining ones are missing secure sites (No HTTPS for several inns and extensive blog posts with links to businesses that are no longer around. These blogs will have to be rewritten over time. Broken links are now in a manageable state going forward.
      - Will work to get Google / Facebook / Instagram / Twitter analytics straightened out on it as well.
  - New Website
    - Need to create a requirements list. What is making a lot of sense to us at this point is a member area that functions like a Chamber of Commerce site and a separate commercial/marketing/customer-facing site. The CoC-type sites all handle events/member areas / membership invoice signups / etc. and these types of sites are standard and well developed
    - The consumer-facing site is then able to be much more functional and modern and attractive. For the consumer site, the choice can be something like a real estate site or a

tourist destination type site and probably a combination of both.

- The question is then whether it sits on one server with subdomains or two separate sites with links between them as necessary.
- Separating the two functions makes the total development much less expensive/time-consuming and disruptive to members and guests during the development phase.
- Over the next 2 to 3 months, we hope to get examples and present them to the board for direction.
- Explanation of bounce rate
  - We have questions about how the analytics are logged and measured. Q4 controls a lot of this and probably uses it for their benefit. We believe that the high bounce rate (Google puts an incredible amount of the high bounce rate onto the Facebook platform links (Mobile, group pages, member pages, etc. all have funk numbers with some at 100%). We do not believe these are accurate.
  - After the map and search problems are fixed by Q4, we will research and redo all the Google / Bing / Facebook / Instagram / Pinterest / tags.
  - We will add GA4 scripts to run concurrently with the current GA scripts as these latter will go out of business next year in June.
  - We will certainly use Acorn's help as they are doing webinars for the association.
- Wufoo room assessment payment problem
  - Survey Monkey was bought by Wufoo. They make the forms our website uses to do room assessments, to buy gift certificates, to sign up for events / webinars / etc. and to redeem gift certificates.
  - Wufoo connects to Papal as the payment processor, but claims that Google changed Chrome so that the "IFrame" versions of their forms were stopped from linking with PayPal. I changed the form style so that it would work again, and it does seem to have stopped the problem.
  - Wufoo does not like working with PayPal and wants us to convert to Stripe. That is best done at the time of a new website.

## B. Social Media

1. Donna reported that three new blogs were recently published- Everything you need to know about kayaking in Michigan, 14 of the best summer festivals in

Michigan and where to stay, and What happens when MBBA innkeepers are culinary trained chefs? A Consumer newsletter and an Innkeeper E-Bytes were sent out last week.

2. Facebook Forum- it was brought up by the board that we should consider having the Facebook Forum only open to paying members. This puts into question 2 ex-officio members and should they be included in this private forum. It was agreed to bring this up again in the July meeting.

## 5. Old Business

- A. Education Committee- Marci reported that the committee has recessed until the end of September and is assisting the Conference Committee with ideas for speakers for the November conference.
- B. Good and Welfare – Patricia reported, that “no news is good news” and that there is nothing to report on STR Legislation. She will be monitoring the fall session to see if something might be slipped in. The Anti-trust legislation is now in federal courts and out of our influence.
- C. November Conference- Planning for our November Conference is well on its way. Titled-“Inn Celebration 2022- we made it through together” and to be held in two half day segments, November 1<sup>st</sup> and 2<sup>nd</sup>.  
The contract has been signed with Amway in Grand Rapids that includes having our conference in the Courtyard and our members staying at the Amway. Nightly rates for the Amway are \$139 per night, \$600 conference fee, & F&B \$2,600. We have 20 rooms to fill under this contract. Donna will be contacting vendors over the next few weeks for sponsorship, vendor tables, and speakers. Currently, we have confirmed as speakers, Carol Edmondson, BnB Finder, and Kelly Wolgamott from Pure Michigan.

## 6. New Business

- A. Donna summarized that we currently have 6 preferred vendors and 2 inn sitters. Our current yearly fee is \$495. Donna suggested that to get more vendors that would offer discounts to our member inns we lower this fee to \$300.

**MOTION:** It was moved by Noelene, seconded by Marcie, that we adjust our vendor fee from \$495 to \$300.

MOTION CARRIED

## Next Board of Directors Meeting

The next meeting of the MBBA Board is via Zoom on Tuesday, July 19, 2022, at 1 p.m.

**Adjournment**

There being no further business before the Board, the meeting was adjourned at 1:59 p.m.

**MOTION:** It was moved by Marci, seconded by Noelene that the meeting be adjourned

MOTION CARRIED

Respectfully submitted by:  
Jan Smith, Secretary

