

MBBA Board of Directors Meeting

Tuesday, January 17, 2023

1:00 p.m. Via Zoom

Recorded Meeting

Minutes

Directors Present: Marci Palajac, Brain King, Al Heminger, Jen Hinderer.

Advisory: Patricia Widmayer, Gail Gotter.

Staff: Donna Cain, Byron Cain.

Absent: Kyle Miller, Jan Smith.

Having determined a quorum of Board members was present, Marci Palajac called the meeting to order at 1:03 p.m. on Tuesday, January 17, 2023, and recording began.

- 1) Approval of Draft Agenda Dated January 17, 2023.
Motion Moved by Al, Seconded by Brian, that the draft agenda dated January 17, 2023, be approved.
Motion Carried
- 2) Approval of Meeting Minutes Dated December 13, 2022.
Motion Moved By Brian, Seconded by Jen, that the Meeting Minutes dated December 13, 2022, be approved with the following Addendum:
Old Business, Section 5, subsection A, item 4: Insider trading to start Wednesday, January 25, 2023, instead of listed Wednesday, January 19, 2023.
Motion Carried
- 3) Acceptance of Financial Reports for the Month Ending December 31, 2022.
Motion Moved by Marci, Seconded by Jen, to accept the Financial Reports for the Month Ending December 31, 2022.
Motion Carried
 - A. Report on Gift Certificates Sold & Redeemed in 2022.
 - Gift Certificates average spend is \$356
 - New font made for GC.
 - Gift Certificates redeemed in 2022 came in higher than 2021.
 - B. 2023 Budget Addendums:
Roll Call vote was taken by Donna to approve the 2023 Budget Addendums as presented.
Jen Hinderer, Yes, Brain King, Yes, Al Heminger, Yes, Marci Palajac, Yes.
Budget Addendums Approved Unanimously.

- 6400- 12: New Website development 2023 is \$4000. of this \$2,500 for Think programming cost was budgeted in 2022 and will be paid in 2023 when the job is completed
- 6500/6510: Education Advocacy & Webinar for 2023 is \$480. For speakers cost.

Tribute to Patricia Widmayer:

Patricia has seen 23 seasons as an MBBA Member and 6 years of that time has been in leadership. This was Patricia's last meeting and she was honored and thanked for her service to MBBA as both a member and leader. She will be missed!

Recognition of Noelene Wilson for her years of MBBA Membership and years of leadership on the board. Noelene has tendered her resignation as Vice President. She will be missed!

4) Executive Directors Report:

A) Administration:

- 1) Status of Recruiters.
 - New Inns onboarded.
- 2) Status of Inspections to be Completed in 2023.
 - February Donna will work on revisions & printing all forms for inspections.
 - New window labels for 2023 have been ordered.
 - 2 Inns are to be inspected in 2023.
 - Conversation to move long-standing Inns to a 3-4 year inspection schedule.
- 3) Status of Monthly Assessments.
 - One Inn needs to update CC (Kingsley House).
 - Not all Inns have submitted December assessments.
 - Funds debited once a month.
 - No invoices will be sent.
- 4) Website Update:
 - Staging.laketolake.com for board's perusal.
 - Redesigned front page, random rotating featured Inns design for mobile first.
 - High-performance Web Core for loading on all devices.
 - High performance and a huge reduction in website/domain hacking vulnerabilities.
 - Removed most of the Q4 hacks.
 - Made the front-page ADA-appropriate.

- Will find ways to redirect the 404 page.
- Still working with Think widget on the front page.
- Test for ADA.
- Start replacing all Wufoo forms with a new form manager.
- Replace PayPal with Stripe on all forms.
- Look at acquire membership plugin.
- Consider a how-to-plan to update all Inns pages.
- Remove “info” main email for the entire organization so it transfers to Lake-to-Lake email.

B) Social Media:

- February 19, 2023, campaign is “February is for Lovers” and will be listed in the Consumer newsletter.
- Living Like a Local continues along with linking Experiences on the website to Social.
- Will featured 2 Inns with video per week.
- Working on a plan to use the \$3000 budgeted monies for boosted posts and ad words.
- Gift Certificate campaign was a success.

5) Old Business:

A) Education Committee:

- Education Committee has merged with the Conference Committee.
- New member Brenda Hawkins has joined.
- Webinars on schedule.
- 17 Inns have signed up for a total thus far of \$1335.
- Amway contract to be signed.
- Dates still hold as Monday, October 30 & Tuesday, October 31, 2023, with a possible Sunday night mixer on October 29, 2023, for Duck Pin Bowling.

B) Good & Welfare:

- 4 items should be on our advocacy agenda.
- STR legislation, Anti-Trust, Sex Trafficking, ADA Compliance.
- Committee to be formed.
- Donna will send out an email asking for participation.
- One member of the Board should sit on this committee.
- Patricia will continue to liaison until her move to Chicago in May.

C) October Conference:

- Will be an email approval from each member for Donna to sign the contract for Amway.

D) Tier- Membership:

- Continue to expand and make small changes to Tiers.
- Rolling it out midyear.
- Potentially all will go into the Silver Tier.
- Can move to Gold at any time before the official start in 2024. Tentatively.

E) Discussion to form a committee to review a New Board Governance Policy.

- Marci and Byron will head it.
- One more board member needed or MBBA Member.
- Donna will send out inquiries.
- Could move right into the Strategic plan committee.
- Donna to liaison with Patricia for her files.

6) New Business:

A) Approval to appoint Brian King as Vice President.

Roll call vote was taken by Donna for Brian King to be appointed Vice President.

Jen Hinderer, Yes, Al Heminger, Yes, Brian King, Yes, Marci Palajac, Yes.

Appointment of Brian King to Vice President Approved Unanimously.

B) Spring BOD Face to Face meeting in April.

- Tentative date Monday April 24th - April 25th, 2023.
The location will be Hotel Saugatuck.

Motion: Moved by Brian, Seconded by Jen to Adjourn January 17, 2023, meeting at 2:15 with recording to be stopped.

Motion Carried.

Next scheduled meeting is Tuesday February 21, 2023
Via Zoom @ 1:00 p.m.

