

MBBA Board of Directors Meeting
Tuesday, February 21, 2023
1:00 p.m. Via Zoom
Recorded Meeting

Minutes

Directors Present: Marci Palajac, Brain King, Jen Hinderer, Jan Smith, Kyle Miller, Ken Andrus,

Advisory: Gail Gotter.

Staff: Donna Cain, Byron Cain.

Absent: Al Heminger.

Having determined a quorum of Board members was present, Marci Palajac called the meeting to order at 12:58 p.m. on Tuesday, February 21, 2023, and recording began at 12:59 p.m.

- 1) Approval of Draft Agenda Dated February 21, 2023.

Motion Moved by Jan, Seconded by Kyle, that the draft agenda dated February 21, 2023, be approved.

Motion Carried

- 2) Approval of Meeting Minutes Dated January 17, 2023.

Motion Moved By Jan, Seconded by Brain that the Meeting Minutes dated January 17, 2023, be approved.

Motion Carried

- 3) Acceptance of Financial Reports for the Month Ending January 31, 2023.

Motion Moved by Kyle, Seconded by Jen, to accept the Financial Reports for the Month Ending January 31, 2023.

Motion Carried

- 4) Executive Director's Report:

A) Administration:

- 1) Status of Recruiters:

- Glen Arbor has signed up and will be inspected by Gail in April
- Linda Benson was rehired as a part-time recruiter and will cover her old region, SE, exclusively and work jointly with Brian on the NW and UP.
- Brian will continue with the SW region.

- 2) Status of Recruitment:

- Slow going but new Inns are showing interest.
- Finding the right recruiters is difficult.
- 58 member Inns to date.
- Donna to revisit the original YouTube video that can be updated and sent out to prospective Inns as a way to entice their membership.

3) Status of Quality Assurance Program:

- Donna & Byron are working with Gail to get the 2023 inspection papers updated.
- Donna has suggested a time change for inspections that goes as follows:

A) Waive Select Registry Inns as they are intensely reviewed and inspected and change Board member's timeline until 2024 or longer depending on the renewal date.

B) Omit the requirement to have a landline and make this optional

Motion moved by Marci, Seconded by Brian to extend the time for board member inspections and to waive Select Registry member Inns.

Motion Carried.

Motion moved by Brain, Seconded by Jen, to omit the requirement to have a landline and make this an optional item.

Motion Carried.

4) Status of Monthly Assessments:

- Overpayment in 2022 from 8 Inns.
- 2- options for repayment are as follows:
 - A) Refund by check
 - B) Us the overpayment for marketing dollars;

Motion moved by Jen, Seconded by Brian, that the 2 options listed above be presented to the 8 Inns who overpaid in 2022.

Motion Carried.

5) Website Update:

- Website is live!
- A few bugs to be worked out.
- Availability calendar is up and running,
- Implementation of GC after ALP.
- ADA work is ongoing.
- Replacement of Wufoo forms, which is a savings of \$ 39 per month is happening.
- Conference sign-up is completed and an easier form to navigate
- Room Assessment form is easier to use and is life.
- Replacing Paypal with Stripe on new forms.
- Working with Stripe to make reconciliation easier for Lisa.

6) Gift Certificates:

- Redeemed, \$2,675, and purchased \$1,500.

7) Social Media.

- February campaign is ongoing until the end of the month. Good participation from Inns.
- Good engagement with FB and Instagram posts.
- 5 Blogs written: Detroit's History, Culture & Top 12 Places to Visit, Explore and Enjoy Michigan Upper Chain of Lakes Region, Two Amazing Romantic Getaways in Oakland County, 20 of Our Favorite Winter Things To Do In Michigan.
- Videos Created. General one about winter for consumer Newsletter.
- Frederick K Stearns House, Cochrane House, House on the Hill & Maple Cove.
- March's Blogs will focus on weddings and engagements as well as the Tulip Festival in Holland.

8) Old Business:

A) Education/ Conference Committee:

- Name for the conference will be Innspire Conference and Market Place.
- Amway contract is signed.
- 3 Speakers confirmed. Richard Aday (Think Reservations), Heather Turner (Forffeng Design) and Brian Matson (TwoSix Digital)
- Sign-up links for conference & lodging are active and ready.
- Vendor save-the-date notes have been sent out.
- Good feedback with several vendor commitments to come.
- Ongoing discussion about the location of Sunday night dinner and dinner speaker.
- Webinar #3 is scheduled for Thursday, February 23, 2023. Heather Turners Part 2. Sharpening Your Marketing Edge.
- InnSider Trading Over Coffee date Wednesday, February 22, 2023.

B) Good and Welfare:

- This will now be a collaborative item on our agenda.
- Board members are encouraged to bring news to the meetings to share.

C) Tier Membership:

- Continues to be developed.

D) Spring BOD Face To Face Meeting:

- Monday April 24, 2023 & Tuesday April 25, 2023
- Hotel Saugatuck (Al has volunteered to host us)
- Monday reception will be from 5:00 -7:00 p.m.
- Donna will send out invites to area Inns with a request to RSVP.
- Agenda will be the regular meeting and an in-depth meeting on Tier Membership.

9) New Business:

A) Policies & Procedures new committee:

- Marci, Byron, and Jen.

B) MBBA Brochures:

- Donna will look into doing a new updated version.

Motion moved by Brian, Seconded by Jan to adjourn the meeting at 2:08.

Motion Carried.

The next scheduled meeting for MBBA BOD is March 21, 2023 via zoon @ 1:00 p.m