

MBBA Board of Directors Meeting

Tuesday, March 21,, 2023

1:00 p.m. Via Zoom

Recorded Meeting

Minutes

Directors Present: Marci Palajac, Brian King, Al Heminger, Jen Hinderer

Advisory: Gail Gotter.

Staff: Donna Cain, Byron Cain.

Absent: Kyle Miller

Having determined a quorum of Board members was present, Marci Palajac called the meeting to order at 1:02 p.m. on Tuesday, March 21, 2023, and recording began.

- 1) Approval of Draft Agenda Dated March 21, 2023.
Motion Moved by Brian, Seconded by Marci, that the draft agenda dated March 21, 2023, be approved.
Motion Carried
- 2) Approval of Meeting Minutes Dated February 21, 2023
Motion Moved By Jan, Seconded by Jen, that the Meeting Minutes dated February 21 2023, be approved.
Motion Carried
- 3) Acceptance of Financial Reports for the Month Ending February 28, 2023
Motion Moved by Brian, Seconded by Jan, to accept the Financial Reports for the Month Ending February 28, 2023.
Motion Carried
- 4) Executive Directors Report:
 - A) Administration:
 - 1) Status of Recruiters:
 - Website is updated for Membership. Visibility is front and center on the homepage.
 - Donna sent a Constant Contact email to all non-member Inns in Michigan showing the Video.
 - Marci's number was given for calls from prospective Inns.
 - Concern over lack of onboarding of new Inns.
 - Board decided to have Donna send out a snail mail invite to the 50 addresses that opened the Constant Contact email, with an offer.

- One Inn new to membership is ready to sign up.
 - Gail suggested we contact Fremont Insurance to co-market our Association. Donna will make a call to her contact.
- 2) Status of Quality Assurance Program:
- 2023 10-page inspection form has been updated, approved by Gail, and is now on the website.
- 3) Status of Monthly Assessments:
- 3 Inns that were behind have now caught up.
 - 2 Inns need to update their cc.
 - Donna will create a humorous reminder to send out to encourage better engagement of payments. As in everyone should be paying on time.
- 4) Website:
- ResNexus onboarding with Think.Org is in the works.
 - Association may need to pay the 1% commissions from bookings.
 - Working on getting them to stop thinking of the association as an OTA.
 - Working on making the SEO Keywords, Description tags, and Snippets better as we go through the site.
 - New forms manager, next month.
 - Hope to download all the Wufoo.
 - Replacing PayPal with Stripe on new forms.
 - Used Stripe to create invoices for past recutting charges.
 - Frist GC with new forms. Stripe came through and worked perfectly.
- 5) Gift Certificates:
- Maintaining as usual.
 - Redeemed \$1,525 Purchased \$ 1,000.
- B) Social Media and Marketing:
- 1) Social media:
- March campaign “Where are the Best Places to Stay in Michigan This Spring.
 - Blogs Written:
 - A) Experiencing the Quiet Side of the Art Coast of Michigan in Allegan & Fennville.
 - B) A Perfect Romantic Getaway to Lexington.
 - C) Be Enchanted at the Tulip Festival This Spring.
 - D) Will be reaching out to Chambers and Bloggers for better visibility.
- 2) Paid Marketing:
- The Nordic Pineapple - \$77 Ad.

- This is a good way to use up the over-payments from assessments.

6) Old Business:

A) Education & Conference Committee:

- Webinar #4 on Branding was well received.
- Webinar # 5, 6, & 7 are confirmed.
- Conference details are ahead of schedule.
- Conference Committee is efficient and creative.
- Ricard Aday (Think, kick-off speaker) is confirmed.
- Tommy Fitzgerald (Dinner speaker) is also confirmed.
- Continue to explore options for meeting on Sunday for a dinner.
- Continuing to work on the One-to-One vendor/Innkeeper tables on Monday morning.
- Sign-up links for conference and lodging are active.

B) Good and Welfare:

- Nothing new to report.

C) Tier Membership;

- Continuing to work out the details for vote and approval from the membership.
- Possible that the Silver tier would be free to all members this year to prove our worth.
- Thinking of putting all in the middle tier for the rest of the year and then have all Inns make their Tier choice for the 2024 year.
- Goal is to provide packets for the conference attendees with analytics for the Tiers.
- Presentation at the conference educating Inns about the Tier program.
- December 1st decision needed to go live in January.
- Discussion will continue at the Zoom meeting on April 18, 2023.

D) Policies and Procedures: Hold for now.

E) MBBA Brochure: Hold till the next meeting.

F) April BOD meeting to be held on April 18, 2023, via Zoom.

7) New Business:

Approval to appoint Ken Andrus as an MBBA Board Director.
Roll call was taken by Jan Smith (Secretary).

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

**Appointment of Ken Andrus to the MBBA Board of Directors,
Approved Unanimously.**

Marci moved to Adjourn the meeting:

Motion: Moved by Brian, Seconded by Jan to Adjourn
March 21, 2023, meeting at 2:00 with recording to be
stopped.

Motion Carried.

Next scheduled meeting is Tuesday April 18, 2023
Via Zoom @ 1:00 p.m.