

MBBA Board of Directors Meeting

Tuesday, December 13, 2022

1:00 p.m. Via Zoom

Minutes

Directors Present: Marci Palajac, Noelene Wilson, Jan Smith, Brain King, Al Heminger, Jen Hinderer, Kyle Miller.

Advisory: Patricia Widmayer,

Staff: Donna Cain, Byron Cain

Having determined a quorum of Board members was present, Marci Palajac called the meeting to order at 1:02 p.m. on Tuesday, November 15, 2022 and recording began.

1) Approval of Draft Agenda dated December 13, 2022.

Motion: Moved by Jan, Seconded by Kyle, that the draft agenda dated November 15, 2022, be approved with the following addendums:

- Point 5 subcategory C: Conference change of dates from the proposed date of November 6 & 7 in Ann Arbor to new dates of Monday, October 30, 2023, and Tuesday, October 31, 2023, in Grand Rapids.
- Point 5 subcategory E: Wording to change from “Committee created to review Strategic Plan & New Policies & Procedures” to Strategic Plan & New Policies & Procedures.

Motion Carried

2) Approval of BOD Meeting Minutes of November 15, 2022.

Motion: Moved by Brain, Seconded by Noelene, to approve the BOD Meeting minutes of November 15, 2022, with the following addendum:

- Point 5 subcategory C: Conference change of dates from the proposed date of November 6 & 7 in Ann Arbor to new dates of Monday, October 30, 2023, and Tuesday, October 31, 2023, in Grand Rapids.

Motion Carried.

3) Acceptance of Financial Reports for the Month Ending November 30, 2022.

Motion: Moved by Kyle, Seconded by Jan, to accept the Financial Reports for the Month Ending November 30, 2022.

Motion Carried.

A. Approval of the 2023 Budget. Roll Call vote was taken by Jan to approve the 2023 Budget as presented.

Marci Palajac, Yes, Noelene Wilson, Yes, Kyle Miller, Yes, Jan Smith, Yes, Brian King, Yes, Al Heminger, Yes.

Budget Approved Unanimously

4) Executive Directors Report:

A. Administration:

1) Status of Recruiters:

- Frankenmuth & Rosemont listings are complete.
- Garden Grove (New Inn) waiting for inspection.
- Victoria Inn has canceled its membership.

2) Status of Monthly assessments:

- One Inn left to update credit card.
- September and October reports continue to come in.
- November reporting has doubled since 2021.
- Byron will send out individual emails to Inns with the amount they have paid out to date.
- Email blasts will continue to go out to remind Inns to report.

3) Website Update:

A Completed.

- Was live at the Board meeting.
- Moved staging site to main site.
- Redesigned front page, random, rotating featured Inns design for mobile first.
- High performance re Web Core (google measure) for loading on all devices.
- Went from 20 seconds to 2.5 seconds
- High performance and reductions in website/domain hacking and DDoS vulnerabilities.
- Removed most of the Q4 hacks, particularly CSS style sheets
- Made front page ADA appropriate

B. To Do.

- Insert Think Reservations widget on the front page and booking link on all Inn pages.
- Further testing for ADA
- Start replacing all Wufoo forms with new form manager
- Replace PayPal with Stripe on all forms.

- Look at acquire membership plugin to manage new invoices
- Consider how-to- plan to update all Inn pages to have qualities of front page.
- Remind all Inns to do a browser refresh and clean out their cache for better performance.

B) Social Media:

- Primary goal is to drive bookings to member Inns' websites.
- Shorter words, cleaner call to action, and consistency.
- Simplify each member Inn listing.
- Call to action for offers and carry experiences to Facebook and Instagram.
- Reactivated Pinterest page and will post food pictures from member Inns.
- Gift Certificate campaign is live and sales are already coming in.
- Continuing to meet with Brian Matson for education on the best usage of the marketing budget.
- Detailed Marketing Plan for 2023 attached to minutes.

4) Approval of 2023 Marketing Plan.

Motion: Moved by Noelene, Seconded by Kyle, to approve the 2023 Marketing Plan as presented on the attached document.

Motion Carried

5) Old Business:

A) Education Committee Update:

- Speakers for Webinars have been selected and have been hired.
- Topics are chosen.
- Dates are chosen and speakers are scheduled.
- Insider Trading will start January 19, 2023
- Acorn is providing 12 fee webinars for our members.

B) Good & Welfare:

1) Anti- trust & STR Legislation Update.

- Legislation adjourned without acting on STR.
- Should the bill be resubmitted, it will have to be looked at as new and with the house and senate being controlled by the democrats, it is believed that local control would be supported.
- Realtors have monies to spend, and it is forecasted that they will be contributing this money to various campaigns.

- ALP has sent a notice that several states have moved to have mandatory Human Trafficking Training.
- Patricia will reach out to see if there is training available in Michigan.
- Acorn will be providing ADA compliance training via webinar.

C) November Conference:

1) Conference date discussion:

- The original proposed November 6&7 dates conflicted with the Midwest and one other conference.
- Vendors would have to choose which conference to go to.
- Conference would end at 1:00 on Tuesday, October 31, 2023, allowing for travel time back home for Inns for Halloween.
- Board members were contacted by Donna seeking guidance on Dates.
- Possibility of Board meeting pre-conference on Sunday
- Concern that attendance may be affected due to the last day of the conference being Halloween. (Noelene)
- Amway has reduced rates for the 2023 conference and offered larger and more elegant rooms.
- Food costs may increase from The Courtyards prices for the 2022 conference, but we will not be charged for tax on lodging or food being a non-profit which will bring those costs back down.
- Rate increase to Inns by \$10 and an increase to Vendors of an additional \$50.
- Dates in 2024 will not coincide with Halloween.

Motion: Moved by Jan, Seconded by Brian, to approve the 2023 conference for the dates of October 30 & 31, 2023 at the Amway in Grand Rapids.

Motion Carried.

D) Tier Membership:

- Tiers of Bronze, Silver, and Gold, laid out for perusal.
- Goal is to finalize them by April of 2023.
- Added additional benefits to Gold.
- Patricia voiced concern that implementing Tier Membership before 1/1/2024 would be in bad faith due to increases in cost for member Inns for staff and increases in the budget.
- \$17,000 was moved over from expired GC to help cover transitional costs after Linda and Sandy retired to help with the increase in staffing costs.

- Brian will produce a side-by-side of current benefits to our members in relation to new tiers for January 17, 2023 meeting.

E) Strategic Plan & New Policies & Procedures. (Tabled until January 17, 2023 Meeting)

6) New Business:

- 1) Spring BOD Meeting in April to be face to face at a member Inn.
 - Donna will reach out to bigger Inns.
 - \$150 budgeted for room costs.
 - Jan will get vacation dates to board by January 5, 2023, to determine if she can attend.
 - Would use this meeting as an annual meeting.
- 2) Annual BOD Meeting after the conference to review the budget.
 - Will do this meeting as a zoom meeting on a different date due to the last day of the conference being Halloween.
- 3) Status of Advocacy Committee:
 - Diana Philips canceled the scheduled meeting with Patricia so there has not been a committee meeting.
 - Patricia will no longer be on the Board as of the February 2023 meeting so this board will have to create a committee.

President Marci Palajac adjourned the meeting @ 2:05 p.m. and recording was ended.

Next meeting is on Tuesday January 17, 2023 @ 1:00 Via Zoom

