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Purpose of BABA: To engage, promote and support the Baroda area business and community.

December 14th Monthly Meeting – Agenda

- Location: Baroda Township Fire Department Meeting Room (9081 First Street, Baroda, MI)
- Time: 12 PM

Notes:

1. Minutes from November accepted.
2. Admin Items:
 - a. Treasury Update – accepted.
 - b. Tax Liability – We discussed that BABA’s non-profit filing each year is all that is required in terms of filing. Per Griffin, no other filings are needed, tax-wise or other, to keep BABA in good standing with State and Federal authorities.
 - c. Online member application – is fixed.
 - d. Bank switch – We are ok in sticking with Huntington now that Griffin’s access works; we will delay a switch. We also want to see if a Bank comes into Baroda in place of TCF.
 - e. Google Docs –
 - i. Steve is granting access. We each need a Google account.
 - ii. In New Year, we will schedule a session with Griffin to instruct us on Google docs basics, likely in Gallery.
3. We agreed as a Board (by vote) on 2022 Outcomes, as stated in # 3 of Agenda below. Ownership was also approved with Steve reminding owners that they are not expected to do all the work, but instead to oversee it, ask for needed resources, set up the requisite organization to accomplish objectives as needed.
4. Each owner reviewed their 2022 Outcome assignment. Notes below reflect that owner’s reporting, unless otherwise noted.
 - a. Broadband (Steve)
 - i. Rapid progress around planning for and efforts to lay broadband in Oronoko and Berrien County, and Baroda were reported.
 1. Oronoko Township is using their ARPA grant money with matching funds from County to begin the process of laying broadband in 2022. County Board needs to approve. If this occurs, the plan skirts and includes the Eastern edge of Baroda, in particular portions of Hill Road. (Since then Steve and I have heard this goes from Snow and Hills towards the wineries.)
 2. Steve has met with Teri Freehling (who is spearheading this issue for the County) three times. Dennis Krotzer has participated and Steve is encouraged with his drive and progress. Dennis and Steve met with Comcast to get current coverage. Comcast is not the likely party to partner with on expansion as they have estimated so high on costs to expand. Steve and Dennis have met with Brian Dissett and John Eaglehoff to discuss. The County is prioritizing Broadband as #1 of their

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- 3 strategic initiatives for Berrien County in near future. Dennis is working with County (as is Steve) to have Baroda included up front as a target for receiving grant dollars as part of this strategic initiative.
3. Next step is to get a cost for expansion from John Eaglehoff for Baroda.
- ii. Organization (Steve)
 1. Steve has created, with help from Owners such as Kristin, roles and responsibilities for officers and trustees. Steve will be filling in some gaps and reviewing them with the Board to finalize.
 - iii. Community Liaison (Bill)
 1. Bill reported that he did not have much to report.
 - a. He is Township Treasurer so will naturally attend and represent BABA there.
 - b. He also communicates with Village frequently.
 - c. Steve plans to continue to talk to various entities (Bridgman EGA, Harbor Country Chamber) to let them know we exist and to be aware of items of interest to BABA.
 - d. BABA is holding our meetings in the Township meeting room in the firestation.
 - e. Greta went to Village meeting, and reported that they had 160 people in a successful Christmas in Village event, and that the Village needs a new member on the Planning Commission.
 - iv. Brand/Marketing (Cindy)
 1. Cindy asked questions about BABA's goal in branding – is it from an integrative perspective or to develop an intangible asset separate from our activities? (Cindy – feel free to restate this...)
 2. Cindy mentioned that Facebook perhaps should be our primary platform for eyeballs and informing members about BABA and activities. Board informally agreed with this assessment. The Website is a supplementary platform which provides more detailed, lengthy content for those who want it.
 3. Cindy asked about our identity. Is it along the lines of “Casual Country Charm”? We all, including Cindy, indicated this slogan was not in line with our identity.
 4. Cindy indicated a strong willingness to lead the Branding effort. There was discussion of a co-chair but not for sure or immediately. Cindy was assured that she is welcome to get assistance and reach out to others to work with her as needed.
 5. Action Item -> Cindy will ask for feedback from the Board in terms of answering some of questions on branding and identity she has raised and bring the results to the next meeting.
 - v. Membership (Kristin)
 1. Kristin asked that we all call our contacts, record progress on the shared Google docs membership list, and report progress to her.
 2. Action Item (for all Board Members and Trustees) -> We set a deadline of the next January meeting for each of us to have completely covered our list. We discussed that we should go lightly on contacting members during the Christmas holidays.

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3. Kristin and Steve created a set of procedures we should follow for our calls and recording them. See her email from prior to the 12/14 meeting to review these or see them in Google docs when they are posted.
 4. Action Item -> Steve and Kristin to talk offline about how to structure membership for non-business members, and they will bring recommendation to next meeting.
- vi. Events (Griffin)
1. Griffin is actively planning for the 1/13 members gathering.
 - a. Location and time is set – Public House from 5 – 7 PM.
 - b. Speakers are being set up. Griffin is working with Steve and Board to finalize.
 - c. Area 74 will sponsor the event (Thank you Cindy, Nick and Area 74).
 - d. Steve will help with invitations.
 - e. Still working through exact parameters of bar service (one ticket per member guest?; food) to balance costs of sponsorship while providing for members.
 5. Other items:
 - a. Greta with John Muellen’s help have taken responsibility for retrieving a blown over Baroda wayfaring sign, and contacting the Township or other entities to get the sign put back up.
 6. Meeting started at 12PM and adjourned at 1PM.
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Agenda:

1. Approve November Minutes (attached) (5 min)
2. Admin Items (10 min)
 - a. Treasury Update
 - b. Tax liability (Griffin)
 - c. Online applications fix or discontinue.
 - d. Bank switch (Griffin) – or are we ok with Huntington?
 - e. Google Docs
3. 2022 Outcomes and Owners (set at Nov 30th meeting)
 1. Broadband, Steve. We will advocate a clear path to Baroda Township broadband
 2. Organization, Steve. We will have a fully functioning board with trustees and committees
 3. Community liaison, Bill. We will act as a liaison between the community and government leaders

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4. Brand, Cindy. We will develop brand recognition and guidelines and the supporting platforms
 5. Membership, Kristin. We will reinstate and expand business membership and invite non-business members
 6. Events, Griffin. We will develop and execute events that blends social, educational, industry, family and member events

4. Review status/next steps on each 2022 outcome:

- a. Broadband (Steve)
 - i. Current Status
 - ii. December/Jan Objectives
 - iii. Next Steps
- b. Organization
 - i. Current Status
 - ii. December/Jan Objectives
 - iii. Next Steps
- c. Community Liaison (Bill)
 - i. Current Status
 - ii. December/Jan Objectives
 - iii. Next Steps
- d. Brand (Cindy)
 - i. Current Status
 - ii. December/Jan Objectives
 - iii. Next Steps
- e. Membership (Kristin)
 - i. Current Status
 - ii. December/Jan Objectives
 - iii. Next Steps
- f. Events (Griffin)
 - i. Current Status
 - ii. December/Jan Objectives
 - iii. Next Steps

5. Closing Recap