

---

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

Meeting Notes from November 9<sup>th</sup> Meeting.

1. Introductions as we had outside attendance from a few existing and prospective members.
  - a. In attendance – Steve Salisbury (President), Greta Hurst (VP), Griffin Ott (Treasurer), Kristin Webber (Trustee), Bill Hurst (Secretary), John Muellen (member and past VP), Jen Morin (sp?) (Moersch Hospitality), Jen Wonizek (sp?) (Moersch Hospitality), Mike Denton (Baroda Village Clerk), Nick Geaney (sp?) (his company has bought Straight Gate on Landon Road to turn it into a local B&B and wedding venue), Cindy Jacobs (works with/for Nick as property buyer), Jim Small (past originating member and officer in BABA)
  - b. Action Item (Bill Hurst) -> obtain contact information of guests.
2. Member dues for 2022:
  - a. Board unanimously agreed that one annual rate (\$25) for individuals, corporate, new and existing members will apply for 2022.
  - b. The \$25 rate is a reduced rate for 2022 reflecting the need to rebuild BABA's activism and impact; the rate will go back to normal for 2023.
  - c. Bill Hurst proposed and Board agreed that we will assemble the broadest list possible of members and divvy it out among the Board to contact 10 – 15 members each to ask businesses to rejoin. List of attendees at Meet and Greet held on 10/27 will be folded into the call list.
    - i. Action Item (Bill Hurst with help from Board) -> Board send Bill member names they have, Bill to assemble broadest list possible from which to solicit 2022 members. Bill will create list and work with Board to assign names by 11/16.
    - ii. Action Item (Steve Salisbury) – Steve generate annual note to members with application attached. Will complete by 11/15 and send shortly thereafter.
    - iii. Action Item (Steve/Bill) – advertise for individual memberships over Facebook.
    - iv. Action Item (Board) – Contact and solicit renewals from their list. (11/18 through end of month and beyond).
3. Immediate Plans for Holiday Mixers, Member Outreach, etc.
  - a. We discussed some more elaborate ideas for plans that we agreed are appropriate prospect events for 2022 to be further discussed in 11/30 Planning Meeting (see notes below).
  - b. We agreed a holiday mixer for members and paying guests **will be planned for 01/13**, with exact time and place to TBD.
  - c. TigMaster Ribbon Cutting Action Item – Action item (Kristin Webber) - contacting TigMaster to see if they would like recognition/possibly ribbon cutting for their new expansion.
  - d. 12/05 – Christmas in the Village – Mike Denton confirmed date for this event, which he is spearheading the organization of. In the past, BABA has provided some manpower and assistance, and we are willing to do so this year, pending approval by Board of any specific requests from Mike.
  - e. We did not discuss the idea for an industry panel (ie. die stamping, tool and dies) of members to kick off 2022. We can discuss in Dec or in Nov 30 planning meeting. Action Item -> Bill to bring this idea up on 11/30.

4. Administration Items:

- a. Liability insurance for new board members – Griffin provided the policy; we are all set. No names, just board. Policy based on <=60 members, so we should keep an eye on how many members we obtain
- b. Bank Access – Griffin needs EIN for Huntington, Steve is filling out form to get Griffin EIN. Some discussion about whether we can proceed without 501 organization definition, but we are proceeding by calling BABA a non-profit, as per input from the group.
- c. 501C6 establishment – we will address after EIN establishment.
- d. Griffin gave Treasurer’s report with balance and expenditures for the month, as follows:

Opening Balance as of 10/12/2021	Check	\$22,659.07	Balance	Date	Cleared
Debit to State of Michigan	Electronic	-\$20.00	\$22,639.07	10/2/2021	x
Greta Hurst- Lunch Reimbursement	1750	-\$66.05	\$22,573.02	10/12/2021	
Ashia Proia	1751	-\$144.00	\$22,429.02	10/13/2021	
Steve Salisbury- Shane Peters Gift Card	1752	-\$100.00	\$22,329.02	10/25/2021	
Kristin Webber- Cider Reimb.	1753	-\$47.73	\$22,281.29	10/27/2021	
Greta Hurst- Donut /Coffee Reimb.	1754	-\$176.56	\$22,104.73	10/27/2021	

5.

- a. Online application – we will fix or disable. **Action items -> Greta has reached out to Ashia to fix as Greta sees the link is bad. Greta also is working to get Google VPN number to go to Steve. Now it goes to Sheila, we think. Bill Hurst to follow up with Ashia.**
- b. Greta proposed and board agreed members should be able to post job openings. **Action Item -> Bill to discuss next steps with Greta.**

6. 2022 Planning:

- a. 2022 Planning Meeting to be held 11/30 at noon, 2 hour meeting of the Board and interested BABA members, to plan 2022 goals, projects and events, and to set up initial organizational subcommittees to spearhead these.
- b. **Tech and Marketing Committee to have an initial meeting to discuss how to effectively revamp our technical (Facebook/Web, etc.) and overall outreach to area businesses and community. Jen from Moersch Hospitality agreed to join Bill Hurst on that subcommittee. Steve said he would work on getting the subcommittee another member. Action Item (Bill Hurst) -> Subcommittee meet later in November, prior to 11/30, to discuss high level plans for outreach.**
- c. Some event ideas were brought forward in the meeting, and should be considered on 11/30 and beyond:
  - i. Jen mentioned a shopping event which she has seen other communities do, for example, including promotions, wine and cheese pairings, etc.
  - ii. Jen (the other Jen) mentioned an organization, The Collective, which organizes a market in a street fair (street is closed down).
  - iii. Kristin mentioned charcuterie boards using locally sourced ingredients, local artisans, etc.

Thanks,

Bill Hurst

Agenda:

Immediate next steps:

1. Membership dues and renewal for 2022 – proposed approach
  - a. Divide the businesses up among the board and trustees.
  - b. Decide on renewal cost.
    - i. Businesses
    - ii. Individuals
  - c. Develop talking points for approach to business on renewal and 2022 program.
  - d. Members can be companies and individuals – perhaps separate rates
  - e. Membership list – start with broad list from past years and website, and prospects, and see who renews. We can still send event notices to those who do not renew, but charge them more for those events.
  - f. Next steps – Bill to develop list of businesses, and contacts (due 11/11), divvy out to liaisons (11/12), who will call these businesses and get renewal commitments by 11/19. Instructions for renewals will be mailed to businesses.
2. 2021/early 2022 event ideas:
  - a. Holiday mixer (Dec/Jan)
  - b. Ribbon cutting (Tigmaster)
  - c. Industry panel – possibly tool and dies/die stamping
    - i. “Covid Impacts and 2022 Prospects”
  - d. Other?
3. Follow up 10/27 Meet and Greet attendees – quick note/phone call plus add to membership prospects.

Name	Email
Nick Greaney	269 946 6264
Jack Baker	269-449-9278
Julie Nitz	Julie@jinstudio.com
Lorena Kirk	LKirk726214@aatt.net
Ed Steiner	122-1248
Kelly Clark	93 KC.happygirle@yahoo.com
Milt Seales	
Bob Ott	
Debbie Schmelz	Feathersfloral@g-mail.com
Jim Zobe	JuneMikesHere@comcast.net
John Mueller	LowlandLodge@MSN.com

- a.
  4. Admin items:
    - a. Liability insurance for new board members
    - b. Submit job posts and holiday offerings.
    - c. Tax liability (Griffin)
    - d. Online applications fix or discontinue.
    - e. Bank switch (Griffin)
    - f. Mailmax notice of BABA revival.

2022 Planning:



Phone: (269) 326-4368  
Web: [ilovebaroda.com](http://ilovebaroda.com)  
Email: [info@ilovebaroda.com](mailto:info@ilovebaroda.com)  
P.O. Box 294 Baroda, MI 49101-0294

- 
5. Purpose Statement – translation into 2022 goals, projects and events.
    - a. Separate meeting or use Dec meeting for this purpose? Need 1 – 2 hours to talk through 2022 plans.
      - i. Goals (tactical but high-level translation of purpose for 2022)
      - ii. Projects (eg. rural broadband)
      - iii. 2022 Events (specific or proposed)
    - b. Create framework for execution
  6. By-law revisions – after we plan 2022, bylaws (which are a combination of rules and tactics) should match. Proposal – assign someone or team from Board to propose revisions.
  7. Organization structure (501 c 6?) (Steve, Griffin, Greta).
  8. Website and Facebook revisions. (Bill/Ashia to propose?)