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

January 11, 2022 Monthly Meeting

- Location: Baroda Founders Wine Cellar (8963 Hills Rd, Baroda, MI)
- Time: 12 PM
- In attendance in person: Steve Salisbury, Greta Hurst, Griffin Ott, Bill Hurst, Chris Narrigan, Founders host, and via Zoom: Kristin Webber

Notes:

1. December Minutes were approved. Phone number above corrected for future..
2. Admin Items (10 min)
 - a. Treasurer's Report – approved, PO box renewed for \$48.
 - b. Google Docs – Board indicated we are doing ok with access, overcoming minor glitches and going up learning curve. Kristin indicated videos on Google Docs on internet are good learning tools.
 - c. Feb meeting is at Lincoln Township Library, May meeting is at Chill Hill.
3. Founders – was our gracious host, told us about their deep roots in SW Michigan winemaking, as Founders was started in 2009 by Len Olson, who was a pioneer in founding Tabor Hill in the 1970's. Winemaker Deirno Hipkind and winemaker/Founders chief Gunner Olson make a variety of award winning wines, including a very popular chocolate desert wine. Steve Salisbury praised the 2017 Cab Franc, which has won awards.
4. Analisa Leppanen, Manager of "The Golden Muse" told us about their exciting plans for the tasting room ("Victorian Industrial") in the Village, and ultimate plans to produce wine there. "The Golden Muse" owns the former King Products building, offering lots of room for expansion. Also, Analisa relayed that art from their collection in the Chicago is coming to the winery.
5. Review status/next steps on each 2022 outcome:
 - a. Events (Griffin) –
 - i. The 01/13 mixer has been cancelled due to staffing issues at Round Barn and our concerns about hosting during the height of Omicron phase of the pandemic. Sponsors Cindy and Nick of Area 74 are aware of the cancellation.
 - ii. Griffin recommends we wait for more stable times before we re-schedule this event, as winter involves indoor spaces less conducive to an event at this time.
 - iii. We agreed to the following high level event targets with more discussion needed:
 1. Q1 - Jan – March – Mixer Outside with Bonfire, Possibly cider/beer.
 2. Q2 – April - June – Farm Tour (once June planting done)
 3. Q3 – July – Sept – Winemaker's Dinner
 4. Q4 – Oct – Dec – Education and Holiday Mixer
 - iv. Discussion on other kinds of suggested events – Symphony of Home, identifying and promoting what is unique to Baroda, Gallery event with two other galleries in Village once "The Golden Muse" opens.
 - b. Membership (Kristin) – Second key focus of meeting.



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- i. We discussed and voted on individual (non-business) memberships – Free membership with event entrance fees TBD.
 - ii. Current Status – Kristin led the discussion.
 1. Kristin revamped list of Board of Directors on Facebook/Web.
 2. We reviewed progress from each Board Member’s calls.
 3. Good progress as 35+ members have signed up.
 4. Several pledged members including Chill Hill, etc. – where follow-up needed to complete the form and payment.
 5. Next year, it was recommended that we divide the list by relationships.
 6. Cleanup of master member list is underway.
 - c. Broadband (Steve)
 - i. Current Status –
 1. Steve indicated Oronoko broadband is on hold pending Berrien County Board approval, and that Baroda Township (Supervisor Dennis K.) is awaiting an estimate.
 - d. Organization
 - i. Steve – out of town 2/23 – 3/23, can contact us and participate by Zoom.
 - ii. Major item for Organization is need for Tech/Marketing Coordinator.
 1. Ideally a trustee.
 2. Word is being spread to recruit this person(s) through our Facebook/Web sites.
 - e. Community Liaison (Bill)
 - i. Current Status
 1. Baroda Township – voted to join, but now putting contractual pre-conditions out there; likely BABA will not accept Township membership as a result.
 2. Baroda Village – Bill checking with them. Has talked to Mike Denton who indicated he is awaiting word from Village President Pro Tem Michael Price.
 3. Greta reported highlights from Baroda Village Council meeting: they have two new trustees: Mel Tollas and Jack Lewis, Toni Gaul has resigned, water rates will increase by 3%, working with Lakeshore High school fabrication department to build/weld two artworks for Baroda. They are seeking financial assistance.
 - f. Brand (Who will cover?)
 - i. Need tech/marketing portfolio head.
6. Adjourned the meeting 1:05PM.