



Phone: (269) 340-7937
Web: ilovebaroda.com
Email: info@ilovebaroda.com
P.O. Box 294 Baroda, MI 49101-0294

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

February 08th · 2022, Monthly Meeting

1. Meeting started at 12 noon in the Lincoln Township library on John Beers Rd. Attendees were
 - a. Board - Steve Salisbury, Kristin Webber, Greta Hurst, Bill Hurst,
 - b. Guests - Mel Tollas and John Muellen.
2. January minutes were approved unanimously.
3. Administrative Items:
 - a. Treasurer's Report – Steve announced that Griffin Ott had stepped down as BABA Treasurer due to other obligations, prior to the meeting.
 - b. No Treasurer's report was provided. Treasurer's report of \$22,431.38 last month should be approximate balance, except for new member fees added to account. We need visibility to these.
 - c. Next steps:
 - i. Steve is searching for permanent replacement for Griffin. Duties include collecting dues, signing approved expenditures, balancing to bank statements. Steve to post the position on the BABA site, and interview candidates. Mel expressed interest in the position and will be interviewed as candidate with other applicants.
 - ii. Bill to reach out to Griffin to get Treasurer's materials and to act as temporary BABA Treasurer. Bill will get PO key from Griffin, and list of who has paid.
 - iii. Steve discussed that Griffin has contacted Melissa of Huntington and she indicated she will contact Steve about signing rights and access. (Since the meeting, Steve has reached out to Melissa for same.)
4. Membership Committee:
 - a. Various board members congratulated Kristin on the success of our 2022 member drive, which still continues. 40+ members have renewed or are new.
 - b. Kristin has added a number of new members, with help from the other board members. These include JLN Studios, Chill Hill, Home Watch in SW MI, Ambrose B&B, Area 74, Golden Muse, Support the Center, Shafer B&B, among others.
 - c. Some others are still in process, for example, Fruitful Vine (Kristin), Lakeshore Diecast (Greta), Brunke Geiger (since meeting we got their renewal), Baroda Estates (Steve), Farahead Advertisement (Greta), Hophead Farm (Greta), Lakeshore Accounting Services (Bill), Nine to Five Computers (Greta), Tigmaster (Krisin since meeting indicated they are joining), Phillips 66 (since meeting, Sam has renewed), Baroda Party Store (since meeting, Sam has renewed), Fruitful Vine (Mel), Walnut Hill Décor in process (Steve), Hartlines (Kristin), Bill to check on whether Griffin added farmers.
 - d. Should come off the list – Baroda Township, Post Office, Oronoko, Stevensville Chiropractor.
 - e. Next Steps:
 - i. Kristin – update list with application data by Feb 11th,
 - ii. Kristin - cleaned up list provided to Greta by 2/18,
 - iii. Greta adding Descriptions for 13 new members from Application binder. Greta to send completed list to Ashia by 2/18,
 - iv. Ashia – new members and existing members updated on website by 02/28.
 - a. Kristin – to provide a new member spotlight on Website, a business at a time. Kristin will write copy on business. Greta will go there and take photos.
 - b. Annual renewal is in October, but new members welcome anytime.

5. Events –

- a. 1st quarter mixer – Greta has talked to venue and firmed up to occur 3/31 from 5 – 7PM, in and outside at Lemon Creek Winery, with bonfire outside and guest
 - i. We agreed to the following high level event targets in the Jan meeting:
 1. 1st Quarter: Social Mixer, possibly outside with a bonfire and a guest speaker, Teri Freehling to talk about three major Berrien County initiatives for 2022 – Broadband, Recreation, and Roads. Steve will also talk.
 2. Greta reported on the Village Council meeting, that the Village indicated they are looking for outside sponsorship and management of Christmas in the Village, as some Council members indicated such public events are outside of the scope of Village responsibilities. Bubber mentioned that organizations like BABA should manage these events.
 - a. Mel indicated that Christmas in the Village planning needs to start as early as July, to get donations and appearances by Fire Department, choruses, Santa, and others properly lined up. Also communication is critical to the success of this event.
 - b. The BABA Board expressed caution about BABA taking on Christmas in the Village, while recognizing that it could an opportunity for BABA to serve the community.
 - i. Next Steps – Mel to create a planning document covering event deliverables, associated tasks, and donations required to make the event a success.
 - ii. We agreed that with this planning document in hand we will discuss further in our March meeting.
 - iii. Before taking on the Event, BABA needs to understand the level of co-sponsorship and support the Village will provide BABA for the event.and the deliverables, associated tasks and donations required.
 3. 2nd Quarter: Farm Tour has been targeted as a goal.
 - a. Some ideas were discussed – which farmers to approach, possible to hold the event at three farms and to highlight various aspects of local agriculture.
 - b. We agreed discussing and honing this event needs to occur with the next few weeks. Date to be set for this meeting by Steve and Bill.
 4. 3rd Quarter: Winer maker's table. Very brief discussion. Targeted for August.
 5. 4th Quarter: Holiday mixer, possibly a gallery stroll in the Village.
 - b. Broadband (Steve)
 - i. Steve is keeping in touch with Teri Freehling to learn about the status of Berrien Board approval for grants. Steve has been engaged by Terri to speak to the



Phone: (269) 340-7937
Web: ilovebaroda.com
Email: info@ilovebaroda.com
P.O. Box 294 Baroda, MI 49101-0294

Board of Commissioners about the need for Broadband for local rural businesses.

- ii. John Egelhaaf – working on estimate for Baroda Township, Steve to reach out to Dennis K. on application to work with County.
- iii. Next Steps (Steve) – Letter drafted, conversation with Dennis, Oronoko meeting tonight.

c. Organization

- i. Current Status – needs events chair, marketing chair, treasurer. Steve actively working to acquire. It is on the Website.
- ii. Mel has suggestions of people for roles needed – will get back to Steve.
- iii. Events is biggest job, involves a lot of coordination.
- iv. Next Steps

d. Community Liaison (Bill)

- i. Current Status – Bill indicated we had covered in notes on Christmas in Village request. Mel reiterated her desire for BABA/Village cooperation. Greta continues to attend Village Council meetings; Board indicated we do get value from keeping informed and providing a BABA face at these meetings.
- ii. Next Steps

e. Marketing/Brand

- i. Reiterated need to fill position, while Board continues to plan and market specific events like the 3/31 mixer.

6. Meeting adjourned at 1:20PM.

7. Next meeting is scheduled for 3/8/22 at 12 noon at Tabula Rasa Gallery.