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

Tuesday April 12, 2022 Monthly Meeting

- Location: Ambrose Bed & Breakfast, 1117 Hinchman, Baroda, MI, 49101.
- Meeting began at 12:01PM.

Notes:

1. In attendance: Board Members – Steve Salisbury (President), Greta Hurst (VP), Kristin Webber (Trustee, Membership Committee Chair), Bill Hurst (Secretary, Acting Treasurer).
Guests – Mel Tollas (Baroda Tap and Grille, Village Trustee), Jerry Sarno (Home Watch of SW Michigan), Angie Seger (Ambrose B&B)

2. Angie Seger, owner and manager with her husband Dave of Ambrose Bed & Breakfast, a member of BABA and host of this meeting, talked about the Inn. It opened in 2020, did well during Covid as people gravitated towards smaller places. She indicated that Baroda Township was extremely helpful in removing roadblocks, and she and her husband's affection for Baroda played a role in their opening here. There are 5 rooms available, with 10 guests maximum. Angie thanked Barb of Among the Vineyards, for sending people her way when Barb's B&B is full. A number of events have been held at Ambrose including Baby Showers, Family Get-togethers (it is possible to rent the whole Inn).

All of those attending noted the beauty of the Inn, including its rooms and the amazing, soaring common area we sat in for the meeting.

3. March Minutes were approved unanimously.
4. Treasurer's Report was approved unanimously.
 - a. As part of discussion of finances, Steve asked we explore filing taxes for 2021. Bill is to call an accountant; Schaffer and Layher was suggested.
5. We discussed a written letter solicitation from Berrien RESA for a BABA donation. Board unanimously agreed to not donate BABA monies to RESA at this time.
6. Review status/next steps on each 2022 outcome:
 - a. Membership (Kristin)
 - i. Website reflects 52 new members including new members Feathers Floral, Servpro PR, Rising Fire Media, Lakeshore Accounting Services.
 - b. Events -
 - i. A brief recap of 3/31 Mixer at Lemon Creek Winery was conducted. Board believed the event was successful as it was well-attended and we each had heard positive feedback from guests. There were 43 guests, and just 3 RSVPs who did not show. We talked about ways to encourage people to partake of

food (better traffic flow, etc.). Greta reminded us that she purchased paper supplies not just for the 3/31 event, but for future events as well. We discussed the good publicity we had for the event, such as on 97.5 FM Radio. Steve will keep archive copies of articles in the Journal-Era and online mention in Moody on the Market. Greta will have Ashia link to these items.

- ii. Next events – We talked about a variety of options for next events:
 1. SCORE – Steve is pursuing a potential event with this organization.
 2. Kristin suggested we talk to Cornerstone Alliance to see if they might have a speaker regarding “How to Attract and Retain Your Workforce” which she noted is a hot topic for all businesses. Kristin will contact Cornerstone Alliance about speaker availability.
 3. Upon Jerry’s suggestion, Steve is pursuing potential BABA sponsorship of a Barrels, Bottles and Brews event. This organization is a networking social club which meets once a month. Board passed motion to have Steve explore \$50 sponsorship of a BBB event.
 4. Various other ideas were discussed – having a members panel, having Lakeshore Diecast speak about solar panels, pursuing speaking opportunities at nearby Rotary Clubs to inform them about BABA, etc;
 - c. Broadband (Steve)
 - i. Current Status – Steve sent a letter to members urging them to send notes indicating their strong need for broadband to Baroda Township. Steve is in close touch with Oronoko’s supervisor (Mike Hildebrand), and will send a note to Neighbors of Tabor Hill asking them to also send notes. We discussed that Baroda Township should leverage Oronoko’s efforts. Steve did indicate that he also has/is meeting with Dennis Krotzer of Baroda Township and that efforts there are continuing to accurately cost out options and explore grants.
 - d. Organization
 - i. Bylaw review – Steve asked that he and Bill review bylaws on the side. Steve has sent suggestions to Bill and other Board members who need to review these and send back suggestions. Goal is to share suggested changes in the May meeting and finalize changes in June, after proper notice is given to Members of a discussion and changes.
 - e. Community Liaison
 - i. Greta discussed her work with the Village to explore options for planters to replace the removed trees. No BABA commitment was made to donate dollars at this point. A possible course of action is for BABA to work with its members to provide Business sponsorship for beautification options which are decided upon, for example a business might sponsor a planter and get a plaque. A BABA concern is that the Village acknowledge ownership and maintenance of whatever beautification options are chosen.
7. Next BABA meeting is set for Tuesday, May 10th at Chill Hill Winery, 8986 First Street, Baroda.