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

Tuesday October 11th , 2022 Monthly Meeting

- Location: JLN Studio, 2642 West John Beers Road, Stevensville, MI 49127
- Meeting began at 12 PM.
- In attendance:
 - Board - Steve Salisbury (President), Greta Hurst (Vice President), Bill Hurst (Secretary and Acting Treasurer)
 - Guests – Julie Nitz (JLN Studio)
 - Member - John Muellen (Mullen-Heim Vineyards)

Notes:

1. September Minutes were unanimously approved with a few minor changes which were made.
2. Member spotlight – JLN Studio. Julie Nitz told us her business provides art classes to kids (some homeschooled kids for example) and adults. Also JLN Studio is a graphic design company helping numerous SW Michigan businesses enhance their marketing and visual brand. Services include logo design, Web site development and SEO (Search Engine Optimization).
3. Admin Items (10 min)
 - a. Treasurer's Report – unanimously approved. Balance in account is \$19,702.19.
 - b. Next BABA Meeting is November 15th, not November 8th due to election. It will be at Tabula Rasa Gallery, 8918 First Street, Baroda, MI 49101.
4. Review status/next steps on each 2022 outcome:
 - a. Organization –
 - i. **We discussed BABA's urgent need for additional board members and helpers. We agreed our organization is at risk if we do not get additional board members and volunteers; that the viability of BABA is at stake if members do not step up and assume open positions. Just three board members is not sustainable without additional help.** Steve is exploring alternatives for the organization and is communicating that we need new leaders to keep up the momentum we have established in 2022.
 - ii. Next steps – Steve is writing a letter to all members, covering our need for core leaders, will be a frank, strongly-worded communication.
 - iii. Dues – Given where we are at with overall organization, if BABA continues into 2023, we will leave dues at \$25. But until BABA's fate is settled in the next month, we will not collect 2023 dues. The motion to extend dues into 2023 at \$25.00 was unanimously approved.
 - iv. Voting – Meeting for voting on a new slate is November, 15th; we will see if Steve's letter to members produces any new volunteers to assume board positions.
 - b. Membership status –
 - i. We have 61 members. Fluck Farms (Air B&B) would like to join, not paid.
 - ii. Drafted renewal letter to go out end of Oct. to be discussed below under organization.



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- iii. Jerry Sarno still working on updating the spreadsheet. He has copied registration forms to the spreadsheet, and categorized discrepancies. Steve to meet with Jerry to review these discrepancies and resolve them.
- c. Events -
 - i. Recent event on solar at Lakeshore Diecast ("Making Solar Profitable") was very successful. We had good attendance from BABA and non-BABA attendees. 25 in total attended, including WSBT 22 TV, 10 BABA members and a number of employees from Federal Union. An excellent presentation explained the profitability of this infrastructure for Lakeshore.
 - ii. We discussed the upcoming calendar of 1st Wed monthly events:
 - 1. October 12th, tomorrow night – Free Run, Beer Bottles and Brews event, 4 – 7 PM, people buy their own refreshments.
 - 2. November events –
 - a. "Paint with Us" at Julie Nitz's studio on 11/15 from 6 – 8PM. 3 RSVPs (6 guests) so far. Julie has created an image to market the event.
 - 3. December events –
 - a. Holiday mixer – Dec 7th, 6 – 8PM, will be held at Golden Muse Winery. Greta reviewing arrangements.
 - 4. Below ideas for 2023 are on pause until we get through next month see the results of BABA's organizational appeal to members.
 - a. Michigan Works – to move to 2023, schedule to be set.
 - b. Andrews University Innovation Lab Internship discussion – to move to 2023, schedule to be set.
 - c. Jan – State representative come talk with us, discussions with Brad Paquette have occurred.
 - d. Feb – Hospitality roundtable.
 - e. Mar – SCORE or broader business resource meeting.
 - f. April Spring Clean Up – for community. Volunteer services.
 - d. Broadband (Bill/Steve)
 - i. Baroda Township is to submit grant requests to piggyback on Midwest work for Oronoko and to cover entire Township. Bill is working with Dennis Krotzer on this submission and next steps.
 - e. Community Liaison
 - i. Lincoln Twp Library Sponsorship of Card Night – per Steve, it is proceeding. Chill Hill and BABA have donated.
 - f. Brand – no discussion.
- 5. Recap and Close – Adjourned 1:05.