

MBBA Board of Directors Meeting
Tuesday, March 19, 2024
1:00 p.m. Via Zoom
Recorded Meeting

Minutes

Directors Present: Brian King, Jen Hinderer, Ken Andrus, Al Heminger, and Hillary Stifler.

Advisory: Gail Gotter and Marci Palajac

Staff: Donna and Byron Cain

- 1) The meeting was called to order at 1:02 pm. We have a quorum, and the record started at
1:00 pm.
- 2) Approval of Draft Agenda: **Motion** moved by Hillary, seconded by Jen, that the draft agenda dated March 19, 2024, be approved.
Motion Carried.
- 3) Approval of Board of Directors Meeting Minutes:
Motion moved by Brian, seconded by Hillary, that the Meeting Minutes dated February 24, 2024, be approved.
Motion Carried.
- 4) Approval of Financial Reports for the Month Ending January 31, 2024. Support docs for Jan. contains the following:
 - Intuit canceled QuickBooks Desktop. Byron had to move to an online version subscription, and reconciliation did not happen as he moved data online and learned a new version. He will get with Lisa this month to do February and March together for next month. Byron did informal reconciliation.
 - Link to financial statements (all bank statements and P&L and Balance Sheet).- <https://www.dropbox.com/scl/fo/vqoyrottlgwd88dv6auym/h?rlkey=j511y46pg680o2shco9wqmrk&dl=0>
 - Balance Sheet - As of Feb 20 2024 compared with Feb 28 2023 (Year End Adjustments included in for both years P&L 2024 compared with 2023
 - **Taxes are filed, end-of-year general Journal entries entered, and paper copies on file in our office. We are ahead of last year.**
Motion moved by Ken, seconded by Hillary, that the Financial Reports Ending February 29, 2024, be approved.
Motion Carried.

5) Executive Directors Report:

A. Administration:

1. Status of Recruiters:

- Marci is joining us as a recruiter for the northern territory. We are so excited to have her join us in this role.
- Currently at 20 Gold, 28 Silver & 6 Bronze- 54 members.
- We have one new member waiting for inspection (it's a total reno and not ready) - Cozy Home Lake Huron.
- Victoria Resorts in South Haven may rejoin.
- Marci has been talking to <https://romingroost.com> - a small 2 room/yoga B&B in Suttons Bay that may join on Monday
- Several hopefuls are on the horizon, including Forest Inn (Sherwood Forest opening in May) and a new inn in Grand Rapids that Ken is working with Tyler Mauer- De Mure Inn

2. Status of Monthly Assessments: (see support docs March 19, 2024)

- Assessments for start of 2024 lagging and I will start sending out individualized prompts.

3. Reviewers Status:

- Tony has completed inspections at the Dutch Colonial Inn, Inn at Old Orchard, Kalamazoo, Lewis House, and Villa on Verona.
- 12 remaining inspections have been assigned and are in the works.

4. Gift Certificates: No new updates

5. Website:

- Online Booking Reservations 3 Reservations in Feb. 3 different Inns,
- First shot at new main page delivered. Logan is very excited! It follows our design document closely.
- Conceptual design for individual inn listings created and delivered.
- Database fields for individual inn listings created and delivered.
- Tier definitions and how implemented into new website delivered.
- Amenities database description for each inn created and delivered.
- Possible addition of a notification page to identify seasonal/year openings.

B. Social Media & Marketing:

1. Social Media - Donna

- **March Newsletter Topic** Planning your Summer Getaway, MBBA's Newest Member & Spring Offers, plus a Pancake Recipe not to be missed! (47% opens, 66 clicks (5%))
- **Facebook/Instagram Posts-** 1-2 posts daily on both platforms with good engagement.

C. Articles Written:

Concentrating on the T&L Articles written for each member supported with a video. All 19 Gold member articles & videos will be completed before the website goes live in May.

- Where is Detroit's Favorite Getaway- Huron House
- Best Michigan Pancake Recipe- Leonard at Logan
- Discover Tranquility at the Rosemont Inn: A Lakeside Retreat in Douglas
- Exploring Ludington: A Lamplighter B&B Insider's Guide
- Bay City Getaway: Where History & Charm Meet Frankenmuth Magic
- Bavarian Bliss: Unveiling our Favorite Hidden Gems in Frankenmuth
- Grand Rapids Getaway for a Luxurious Stay: Prairieside Suites B&B
- The Art Coast of Michigan: A Creative Haven in Saugatuck- Hotel Saugatuck
- Cartier Mansion: A time-capsule of Ludington's History

D. Articles Updated:

- Why Michigan Gift Cards are the perfect gift for Mom
- Seaside Bliss: Exploring Lexington, Mi
- 16 of Our Favorite Michigan Lighthouses
- 33 Michigan Bike Trails near 30 B&B's

E. Paid Marketing - Byron

- Gift Certificate - Facebook Boost \$58.53 spent over 8 days.
- Landing Page Views - 10; Reach-4,033' Post engagements-48; Link clicks-22; Landing page views-10

6) Old Business:

A. Education Committee/Conference Committee:

- Julie from Goldberry Woods would like to be on the Education Committee. With the board's approval, Donna will include her in future education meeting invites.
- **Webinars:**
4 Webinars are completed and have been recorded. The remaining 3 are confirmed. The Education committee brainstormed about ideas for next year- possibly having 4 high-quality webinars instead of the 7 we had this year.
- **Conference:**
The ALP Conference provided many ideas for speakers and vendors. One was to have Monique Greenwood be our kickoff inspirational speaker and to have her do a presentation the next day on DEI. She asks for us to cover her travel and hotel expenses but do not need to pay to speak. The education committee wanted more opinions and approval from the board to proceed since this is a sensitive topic and getting the right person is crucial. The board approved of Monique via consensus.

Emails will be sent out to the vendors we want in April. Once we know who is attending, speaking topics can be finalized by the Education Committee. A summary of her presentation at ALP is in the Support Docs March 19, 2024.

B. Good and Welfare:

No updates the Anti-trust legislation, STR Legislation, and the Michigan Legislation.

7) New Business:

A. In-Person Board Meeting / Strategic Plan - April 15 & 16

- All of the details for our in-person meeting are coming together. An invite to all innkeepers has been sent. Donna & Byron will purchase wine and paper goods from Costco, Brian & Tony will bring craft beer, and Al's new chef will prepare light hors d'oeuvres.
- A tentative schedule has been created, with the April Board Meeting first, the new website discussion after, and the Strategic Plan discussions running both days.
- Marci & Brian are working on personal invites to be sent to nearby non-members
- Hillary will lead the Strategic Plan discussion based on the results of her survey. Assignments will be given to each of us to complete prior to the Strategic Plan discussion.

B. New Domain Name - www.MichBnB.com

- During the conference, BnB Finder mentioned that we may be concerned about AirBnB issuing a cease and desist letter for trademark issues. We discussed this with Mandy Murry, and she talked to her trademark lawyer who claimed that we could tell them "to pound sand" BnB Finder existed before Airbnb, which is why they believe they have not been approached.
- Also, per <https://www.airbnb.com/help/article/3233> (Trademark Guidelines), these concerns likely only apply to anyone using Airbnb's services.

C. Shutterstock Issue:

- We were also contacted by a Shutterstock Representative who claimed we were a business and had to relicense all Shutterstock images that we had ever purchased at a considerable cost for each image. Online, there is incredible outrage over these apparent change of "Terms of Service".
- We attempted several times to set up phone meetings to follow up and could never make contact back.

D. Report on the ALP Conference:

- It was a constructive conference, as Donna & Byron gathered many ideas and connections for our conference.

- This conference was a little strange in that ALP announced they were having financial issues and spearheaded a fundraiser during the conference. There were mixed reviews from innkeepers and vendors. We'll see how it plays out, but with the high expense of attending, I am not sure it will be valuable for us to attend in the future.
- The big news was that Think acquired Acorn. Two new organizations will come from this merger: Think Web and Think Marketing. The idea behind Think Web is that a website and PMS/booking engine on 1 host can allow them to save credit card info and operate more like Booking.com / Expedia.com. There are lots of ramifications, some positive and some not-so-positive.
- We will attend their informational webinar on April 17 at 2 p.m. to learn about their plans and how they affect our members.

E. Schedule for Nomination & Election of New Board Members:

This topic was discussed but tabled until the April in person meeting. The Support Docs contains a chart of those who do not need to be reelected and those who do.

Board meeting adjourned at 2:12

Next MBBA BOD meeting is in person at the Hotel Saugatuck, Monday, April 15, 2024 @ 1:00 pm.

Respectfully submitted: Ken Andrus (secretary)