

MBBA Board of Directors Meeting
Tuesday, April 16, 2024
1:00 p.m. In-Person @ Hotel Saugatuck

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) Meeting called to order at 1:12pm.
- 2) Approval of Draft Agenda: **Motion** moved by Jan, seconded by Hillary that the draft agenda dated April 16, 2024, be approved.
Motion Carried.
- 3) Approval of Board of Directors Meeting Minutes:
Motion moved by Jen, seconded by Jan, that the Meeting Minutes dated March 19, 2024, be approved.
Motion Carried.
- 4) Approval of Financial Reports for the Month Ending March 31, 2024. Support docs for March contains the following:
 - Intuit canceled QuickBooks Desktop. Trying to get comfortable on QB online. Lisa, the accountant, does not like it. I gave her online access for reconciliation purposes.
 - Link to financial statements (all bank statements and P&L and Balance Sheet).
<https://www.dropbox.com/scl/fo/dqeq76lz6faprekw2ubmd/ACNgMbj4Dnhwq44X6xVboY?rlkey=dtq4u82ntdji0p4ea05lyhkwn&dl=0>
 - Balance Sheet - As of Mar 31 2024, compared with Mar 31, 2023
 - P&L 2024 compared with 2023.

Motion moved by Ken, seconded by Al, that the Financial Reports Ending March 31, 2024, be approved.
Motion Carried.

5) Executive Directors Report:

A. Administration:

1. Status of Recruiters:

- Victoria Resorts is fully on-boarded and a new Gold Member. Posts have been boosted.

- Waiting on inspections: Roaming Roost, Cozy Home Lake Huron & Borchers AuSable Canoe and Kayak W /Riverside Bed and Breakfast
 - Currently at 20 Gold, 28 Silver & 6 Bronze- 54 members.
 - With all three new, we will be at 57- (almost where we were)
 - 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 Mayer- De Mure Inn
 - Several prospects are also coming to our social - Inn at the Park, Waters View Inn, & Martha's Vineyard
 - For sale inns- Big Bay Lighthouse, Kingsley, Wellington & Castle in the Country
 - Discussed Park St. Inn in Bellaire.
 - **New Idea**; for new Inns or new purchases, give them a few months (3) of complimentary aspiring membership and connecting with a current innkeeper.
2. Status of Monthly Assessments: (see support docs April 16, 2024)
 3. Reviewers Status:
 - Gail is reviewing 6 in May
 - Alderinks are training May 2.
 - 12 remaining inspections have been assigned and are in the works, along with the two that just sent in their new member applications.
 4. Gift Certificates: No new updates
 5. Website:
 - Online Booking Reservations 6 Reservations in Mar. six different Inns, \$3,675.73.
 - We reviewed the Front Page together. The design is 90% complete, starting on listing page and Membership Services Pages.
 - Conceptual design for individual inn listings Updated and two meetings conducted over it.
 - Competitor update: - MyMichiganBeach.org See the picture at the end of the April 2024 support docs for a "How is it going?" Basically, they were trying to scam every keyword in Michigan with low quality content.
 - We worried for two years as they were having great success.
 - Google HAS PUNISHED THEM.
 - **Motion** was made for approval of current main page and listing pages by Jen, seconded by Jan and carried.

B. Social Media & Marketing:

1. Social Media - Donna
 - Mother's Day Blog Post and coming Newsletter will focus on recipes which create comradery.

- **Facebook/Instagram Posts-** Daily engagement is up.
- **Travel Writer-** Writer from Yoga & Massage is scheduled to visit the UP in May and staying at the Big Bay Lighthouse & Dapple Grey
- **April Newsletter Topic** TBD and will be sent the week of 4/22.
- Being consistent with boosting work better with engagement.

C. Articles Written:

Concentrating on the T&L articles written for each member, supported by a video.

- 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
- Seaside Bliss: Exploring Lexington, Mi- Lexington House
- Discovering Manistee and Onekema: A Local Guide to Hidden Gems- Canfield House
- Exploring Grand Haven: Trails, Parks and Waterfront Adventures- Looking Glass
- A scenic Journey: Discovering the Upper Chain of Lakes- House on the Hill
- From Farmhouse to Chic- The Evolution of Boutique B&B's - Maple Cove
- Best Blueberry Muffin recipe- Goldberry Woods
- Quacking Good lemon Curd: A Duck Twist at Maple Cove B&B

D. Articles Updated:

- Why Michigan Gift Cards are the perfect gift for Mom
- Michigan Breweries: Finding the Perfect Brew
- 3 Amazing Michigan Road Trips
- 33 Michigan Bike Trails near 30 B&B's
- 21 B&B's near Michigan Lighthouses

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:

- **Webinars:**

TakeUp cancelled last minute on our April Webinar. (Will refund \$15 to the two members that paid for this)

Remaining webinar is by member inn- Chris Simpler from Cartier on Financial buzz words. Just had our latest Aspiring member sign up for this webinar- Nahma Pines Cabin B&B- Amy Berglund.

Next year- possibly having 4 high-quality webinars instead of the 7 we had this year.

- **Conference:**

Have two confirmed sponsors- Mandy Murry for lunch and Steve Short from Frictionless. Vendor invite sent out on April 10th. Will start populating the conference budget and sharing each month.

Great news- Confirmed speaker is Monique Greenwood (cost is traveling & room) and for our dinner speakers, Under the Radar (\$600 plus 1-room night) These are great speakers that are respected and well known.

Working with Mandy Murry to do a press release We have two speaker spots open currently.

Everything in order with Amway. Entertainment has been reserved for Sunday night's new Marketplace & welcome from 5-7pm. Will start working on the menu for approval from the Education Committee which meets again on 4/29.

Mandy Murray has an option for us to put a promotional press release piece in "The Wire". We will finalize at our next meeting. \$1200.00 was approved for this national press release about our conference, speakers, and promotion. This motion carried unanimously by voice vote from all board members.

B. Good and Welfare:

Last week, Governor Whitmer signed House Bill 5048, a bipartisan bill that would allow qualifying counties and cities in Michigan to leverage excise taxes on hotels in order to invest in tourism-friendly projects. Next, voters will have to support the tax before it can become effective.

7) **New Business:**

A. Pitney Boes: Our of contract for postage machine is over. We will not re-up.

B. Transition from Constant Contact to Mail Chimp is in progress

C. Park St. Inn: Brittany has been reaching out to bed and breakfast on a Michigan and national level through Facebook & e-mail. Discussion with Brian on how we

can address this with our members without bringing up her name. Was proactive with a Facebook Post & E-Byte talking about MBBA strengths

D. Board of Directors Slot:

We have one slot open for the MBBA board of directors. We currently have 6 of the 7 filled. There is a timeline we must follow to fill this spot and to have a vote by the member inns, as outlined in the bylaws.

Tony will head up the nominating committee of Tony, Jan, and Marci. Gail will advocate for names on the East Side.

The NC shall call for nominations in a communication to all members.

Aug 1 -20 NC devises and finalizes a form to e-mail to nominees to gather information about nominated members

2 up for reelection for terms starting in 2025

4 up for reelection in 2026

E. Tracking Facebook results by Region - Saving reports in excel pivot table format by quarter. See support docs for the pivot table.

Board meeting adjourned at 2:58

Next MBBA BOD meeting via zoom, Tuesday, May 21, 2024 @ 1:00 pm.

Respectfully submitted: Ken Andrus (secretary)