

MBBA Board of Directors Meeting
Tuesday, January 16, 2024
1:00 p.m. Via Zoom
Recorded Meeting

Minutes

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

Advisory: Gail Gotter and Marci Palajac

Staff: Donna Cain, Byron Cain

- 1) Meeting called to order at 1:00pm. We have a quorum and the record started at 1:00pm.
- 2) Approval of Draft Agenda: **Motion** moved by Jan, seconded by Al that the draft agenda dated December 12, 2023, be approved.
Motion Carried.
- 3) Approval of Board of Directors Meeting Minutes:
Motion moved by Jan, seconded by Ken, that the Meeting Minutes dated December, 2023, be approved.
Motion Carried.
- 4) Approval of Financial Reports for the Month Ending December 31, 2023. (see support docs for Jan. 16)
 - Byron will be moving money from PayPal to savings more frequently.
 - A proposal for moving \$60,000 from Prepaid Gift Certificates to short-term, 4 - 6 months, US Treasury CDs to earn more interest on our money. The proposal was approved via a unanimous voice vote by the board. Since this transaction has to be done in person, Byron and Donna will do the necessary paperwork when they are in Michigan in April.
 - **Motion** moved by Al, seconded by Brian, that the Financial Reports Ending December 31, 2023, be approved.
Motion Carried.
- 5) Executive Directors Report:
 - A. Administration:
 1. Status of Recruiters:
 - Frederick K Stearns- credit card expired; assessments paid through September. No response on tier-assumed Silver

- Ginkgo- Credit card current. No assessments were paid in 2023. Gail Gotter is going to visit them this month
 - Presque Isle- non-assessing, closed, may drop out. In discussion with benefits of remaining a member
 - Canterbury- non-assessing, credit card current, need to call
 - Cartier/Ludington- all current, GoldJ
 - Park Street- (formerly Breezy Hill) no credit card/no assessments- no response to e-mails. Need to call
 - National- non-assessing, closed in January. Always sends a check in January. Sent personal note snail mail. Does not answer the phone or open e-mails
 - Chateau Chantal- no response. We still are charging \$35 per month, and I told them we would wait until the website is live, and they can talk to the board.
 - Kingsley- this is a hoot- he is for sale, and his realtor wants to put the for sale listings up on our site. I told him we would once Chuck is current with assessments and we have a good credit card.
 - Wellington and Dapple Grey have been converted to assessing YEAH!
 - Greenleaf Mansion- asked to pause membership as she has cancer, and the inn is closed
 - Dempsey- Paused due to health issues
 - Bay View-non-assessing Credit card current, assumed Silver- Brian to be in touch with them
 - We have one new member waiting for inspection (it's a total reno and not ready - Cozy Home Lake Huron
 - We are still courting Villa on Verona in Marshall, Stone Chalet in Ann Arbor, & Black Star Farms- Suttons Bay
2. Status of Monthly Assessments: (see support docs Jan. 16)
- End of Year assessment emails are being sent, and expect better Nov Dec statistics. Will show next month.
3. Reviewers Status:
- Gail and Donna met to organize the 18 reviews in 2024. We have a scheduled Zoom on January 24th for training & questions. Byron & Donna will send packets out soon for each inspection.
 - This year's reviewers are Tony, Gail, Deb Cannon, and Bob & Ellen Alderink. Bob & Ellen will train with Gail when they do Dove's Nest together.
- 6) Gift Certificates: (see support docs for Jan. 16)
- 2023 average amount is much less than 2021 and 2022, and the number sold is roughly the same as 2022, much less than 2021.
 - The tables go back to 2017 and show interesting trends.

4. Website:

- Four Online Booking Reservations in Dec. for 3 different Inns, \$3281
- Contracts for new website and branding signed to Jeff Logan at Logan Marketing and Mandy Murry at Hospitality Concierge. Added \$1000 incentive to Logan to have new website up and running in May vs. June.
- Several meetings with both already, Branding efforts for logo and sketches for Inn pages have been generated.
- There will be “creative” tension between all parties, but see it as just the normal process. Selling both contractors on being designers of “the Award Winning Association Website”
- Following discussion, the **motion** to approve spending \$200 for the purchase of the rights for the URL MichiganBnB.com and to use that URL as our first choice to replace the URL LakeToLake.com. Our second choice is MichBnB. The motion carried unanimously via roll call voice vote.
- There was discussion of the New Logo with no final choice made. Mandy will create a few more options that we discussed and a final logo choice will be made in the coming week.

B. Social Media & Marketing:

2. Social Media - Donna

- The January newsletter topic is Planning Your Michigan Getaway. The article is “How to Maximize Your Vacation Days in 2024. A second article will be going out about the “Boutiquey” experience.
- Articles Updated: Best Historic Inns in Michigan and Valentines Promotion.
- Candy Gift Certificate & FB & IG Sign-Up- Both promotions are live and boosted. The Candy Promotion is getting plenty of likes but no gift certificates. Donna will reboost the promo this week.
- A questionnaire has been written that will be sent to Gold members. This info will be used to write each Gold member’s Travel & Leisure Articles. This new approach fits all the things Google is currently rewarding - EEAT - Experience, Expertise, Authoritativeness, & Trustworthiness.
- Pitched a short article to Yoga & Life print and digital magazine for UP.

3. Paid Marketing - Byron

- Facebook boost for gift certificates - \$58.53 spent over 8 days of the 21 day posting.
- Facebook boost stats. Landing page views - 10; Reach - 4,033; Post engagements - 48; link clicks -22; Post reactions - 8; 100% women; Age - 31 - 65+. Locations included South Bend, IN; Michigan; Ohio; Indianapolis; Chicago.
- Next boost will target men.

7) Old Business:

A. Education Committee/Conference Committee:

1. We discussed a webinar library and whether the webinars should be free in light of what other organizations are doing and how to facilitate such choices. No action was taken at this time.
2. The 2024 conference contract was signed with Amway and they have the proper documentation to waive the sales tax again this year.
3. A Save-the-date has been sent to vendors, and we currently have three speakers confirmed; Jeff Logan, Mandy Murry (will include \$400 toward our lunch), and Pure Michigan.

8) New Business:

A. Discussion about updating the Strategic Plan

1. During the live meeting in April we will discuss the MBBA strategic plan, marketing efforts, and the future of our association (5-10 years out).
2. The current state of the 2024 Strategic Plan will be converted to google docs so that it can be reacted to by the board before April meeting.

Board meeting adjourned at 2:20

Next MBBA BOD meeting is February 20, 2024 @ 1:00 via zoom.

Respectfully submitted: Ken Andrus (secretary)