

MBBA Board of Directors Meeting
Tuesday, February 20, 2024
1:00 p.m. Via Zoom
Recorded Meeting

Minutes

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

Advisory: Gail Gotter and Marci Palajac

Staff: Byron Cain

- 1) Meeting called to order at 12:57pm. We have a quorum and the recorded started at 12:57pm.
- 2) Approval of Draft Agenda: **Motion** moved by Jan, seconded by Jen that the draft agenda dated February 20, 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 January 16, 2024, be approved.
Motion Carried.
- 4) Approval of Financial Reports for the Month Ending January 31, 2024. Support docs for Jan. contains the following:
 - Link to financial statements January 2024 - in dropbox
 - Balance Sheet - As of Jan 2024 compared with Jan 2023 (Year End Adjustments for 2023 not made by Tax Preparer yet!)
 - P&L 2024 compared with 2023 (PRE CPA Adjustments for End of Year Adjustments done at tax prep time)
 - 1099's sent, Tax files prepared, Statement from CPA stating Quickbooks are professionally maintained and in good order. Corporate taxes due March 15
 - **Motion** moved by Ken, seconded by Brian, that the Financial Reports Ending January 31, 2024, be approved.
Motion Carried.
- 5) Executive Directors Report:
 - A. **Administration:**
 1. Status of Recruiters:
 - Currently at 19 Gold, 29 Silver & 5 Bronze- 53 members.
 - This month, we will gain Villa on Verona, which has a scheduled inspection and will surely pass.

- Two of the 7 non-assessing members are staying with us- Antiquities Wellington & Dapple-Gray.
 - The five non-assessing and delinquent payers dropping are: - Chateau Chantal, Bayview, Canterbury Chateau, Greenleaf (illness), Dempsey (retiring), National House Inn, Park Street, Presque Isle, and Ginko Tree. (Gail can update us on Gingo Tree)
 - The latest loss- The Wickwood Inn. I believe this was a budget issue since they hired a large marketing firm to take over all their marketing. Once they see our new website, we will reach out again and hopefully regain their membership in 2025.
 - Kingsley is now current.
 - We have one new member waiting for inspection (it's a total reno and not ready) - Cozy Home Lake Huron.
 - New inn in Allegan, 19th Century Inn. Vickie St. John as well as a new inn in Grand Rapids.
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:
- All of the reviewers and Donna & Byron met to go over all the forms. Updated business cards and rack cards were sent to all four reviewers.
 - Reviewers are currently scheduling dates. This year, we have 17 reviews that include Villa on Verona.
4. Gift Certificates: No new updates
5. Website:
- Online Booking Reservations 7 Reservations in Dec. 5 different Inns, \$2893 Official work to start on March 1st, Mocked up layouts for front page and Inn Listing page made
 - Branding on new website agreed on (Fonts, Colors, logos)
 - Connected Think Organizations to Logan for talks on the "SEARCH / MAP" Function for the front page. Still pushing the concept of everyone working on a "Award Winning Association Website" Start of this work will likely be in the 2nd half of March.
 - Upcoming meeting on how content will be moved over and how we can properly name Pictures using Templates like [InnName]-[City]-[text/PictureDescriptor]-[Unique ID] and similar for Offers, Experiences, blog pictures, Hero Pictures ...
 - Acquiring a ThinkReservations Account for the purposes of Gift Certificates. Will test and then expose to board for final determination of whether to use it or not.

B. Social Media & Marketing:

1. Social Media - Donna

- February Newsletter Topic - Discover the Best Places to Stay in Michigan this Winter- will be sent at the end of February.
- Promotions: Candy Gift Certificate & FB & IG Sign-Up- Successful promotions and \$100 gift certificates were awarded. Instagram followers have increased to over 400 & Facebook is at 6.2 K
- Sold 4 Gift Certificates via the Candy Promotion
- 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
 - Jade Estate-2024 Explorer's Guide to Discovering the Best of Allegan
 - Hotel Saugatuck- Why is Saugatuck called the Art Coast of Michigan
 - Prairieside Suites- Grand Rapids Getaway for a Luxurious stay at Prairieside Suites
 - Historic Webster- Bay City Getaway where History and Charm meet Frankenmuth Magic
 - Exploring Frankenmuth: A Bavarian Journey (link to above and feature Frankenmuth Country Inn
 - Lamplighter- 2024 Awesome Things to do in Ludington- spring/summer version
 - The Ultimate Guide to Choosing the Perfect Ludington B&B for a memorable stay
 - Best Cinnamon Roll Recipe- Featuring Maple Cove
- Articles Updated
 - Best Historic Inns in Michigan
 - Valentines Promotion
 - Be Enchanted at the Tulip Festival in Holland in 2024
- Media Pitch:
 - Mandy pitched a short article to Midwest Yoga & Life print and digital magazine for UP.
 - Dapple-Gray agreed to host the travel writer. Waiting to hear back from Big Bay Lighthouse
 -

2. 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
- Post reactions- 8; This ad reached 4,033
- 100.0% Women 0.0% Men
- Location United States: South Bend (+50 mi) Indiana; Michigan; Ohio; Indianapolis (DMA), Chicago (DMA)
- Age 31 - 65+ Gender Female

- We reviewed some stats for our FB and IG pages. We are doing well. It was emphasized that we share and tag the MBBA posts to our personal and business pages.
- Google ads for Wickwood Inn have been taken down.

6) Old Business:

A. Education Committee/Conference Committee:

- 3 Webinars are completed and have been recorded. The remaining 4 are confirmed.
- There is no news to report on the conference.
- Byron will send links to prior webinars as well as the most recent. The new website will have a repository of past webinars.

7) New Business:

A. Goods and Welfare

- **Tax Break Bill-** This month, the U.S. House of Representatives tackled - and passed - a bipartisan bill package lowering tax burdens for many restaurant and hotel operators who reinvest in their businesses through building renovations, expansions, and equipment upgrades. The bill package also expanded the Child Tax Credit, in hopes of providing relief to families. The Senate is up next to vote on the bill. If passed, the tax relief would likely save tens of thousands of dollars for hotels and restaurants, plus provide small businesses with more cash on hand to improve their operations.
- **New Hospitality Alliance Formed-** The Michigan Hospitality & Tourism Alliance, an all-new collaborative of statewide and select regional organizations representing hospitality and tourism-related industries, was just formed. The MRLA, the Michigan Travel Commission and 10 other organizations joined forces ahead of the Governor's FY2025 budget presentations, with the Alliance's first focus being to restore Pure Michigan funding: last year, Pure Michigan's budget was slashed to \$15 million. This time, the Alliance is advocating for \$50 million.

On Wednesday, Governor Whitmer unveiled her plans for the FY2025 state budget, including \$15 million towards Pure Michigan's tourism-driving campaigns. The funding falls short of the originally asked \$50 million. The budget will be discussed and negotiated with the legislature in the coming weeks, and the Alliance continues to champion Pure Michigan funding and tourism as a key factor in growing Michigan. The budget will be discussed and negotiated with the legislature in the coming weeks, and the Alliance continues to champion Pure Michigan funding and tourism as a key factor in growing Michigan

B. Discussion about updating the Strategic Plan

- Byron has shared the Strategic Plan to a Google Doc
- Hillary will send out a survey in preparation for the strategic plan discussion at the in-person board meeting.
- In-Person Board Meeting - April 15 & 16. Stay the night of the 15th paid by MBBA. 15th - 11am to 16th at noon.

C. Cherri Antozak, the former owner and member of the Prairieside Suites, is offering MBBA an URL she has owned for many years- www.romanticbedandbreakfast.com for \$1,000. Byron and my first reaction was that this does not have value to us since it is not specific to Michigan. We contacted Mandy Murry for her opinion, and she agreed this was not a useful tool for our marketing. I told Cherri I would bring this to the board for an answer. The board with consensus agreed to not pursue.

D. The owners did not accept our offer of \$300 for the Michiganbnb.com URL. We will no pursue any further

Board meeting adjourned at 1:55

Next MBBA BOD meeting is March 19, 2024 @ 1:00 via zoom.

Respectfully submitted: Ken Andrus (secretary)