

**Elmwood Murdock Merchants Association
Meeting Minutes – February 17, 2020
Elmwood Community Center**

Attendees: Kris Shrader, Pat Ervin, Andy Clements, Kurk Shrader, Bonnie Brewer, Sondra Buell, Miki Bruns, Josh Munford, Julie Anderson.

Meeting Called to Order: 7:00 pm

Minutes Reviewed: Minutes from January 20th, 2020 were presented for review. Motion by Andy to approve. 2nd by Pat.

Correspondence:

- None

Treasurer's Report:

Financial Report:

- Treasurer's reviewed.
- Transfer \$500 to Scholarship account – Morgan Jennings has not requested her scholarship disbursement yet.
- Pat motioned to accept the Treasurer's report. 2nd by Bonnie.

Membership Report:

- Peoples Company and Dawn Romine joined EMMA
- Reminder for membership renewal will be sent out by Andy.

Committee Reports:

Business Recognition: Hoffman Academy may want a grand opening.

Economic Development:

- Main Street project – Bj reports 5 people want to work on the project.
- **EMMA Grant:** No applications received.

Newsletter:

- Instead of a spring newsletter we will make a schedule of community events and send out electronically. Julie will send the schedule from last year to Pat and he will work it up. An email will be sent out to the EMMA members to see if they have anything to add to it.
- June newsletter ads deadline is June 1st

Social Media: Sondra will have an event in April to be advertised. Continue to post and share.

Website: Add new members. Everyone is encouraged to send pictures.

Unfinished Business:

- 2020 Goals –
 - New ideas for the Murdock 4th of July –
 - Putt Putt golf – there are rental companies for this.
 - Corn Hole – Sondra has several to rent out.
 - New ideas for the Holiday Extravaganza (Saturday, November 28th)

- Andy will check with Agri Builders and Tyler Rosenow to see if they would be interested in sponsoring the lights on the big tree and putting them up.
- Julie will send an email blast to recruit people for the project. Positions needed: Parade organizer, Light project coordinator, etc...
- Ideas:
 - Caroling in the Gazebo – Have an expert lead the choir and have everyone join in
 - Tailgating in the parking lot
 - Hot Chocolate Stands
 - Fire Pits
 - Santa arrive via the trail maybe in a sleigh.
 - Reindeer
 - Light up the big tree
 - Move the Community Center Soup Supper to the Church?
 - Lights down the trail
 - HJ Dance will perform
 - Have the parade go around the park or end at the park
- EMMA Membership Appreciation/Networking event was 6:00 pm, Wednesday, January 22nd at the Quonset. Considering the bad weather it was well attended. There were 2 new members as a result of the event. Suggestion is to have a presentation about EMMA.
- Social Media Budget – Bonnie suggested \$100 for the budget. To be used to boost posts, etc... Motioned for \$100 for the year for the social media budget by Kurk. Second by Sondra.
- Prospects for EMMA Grant Administrator: Kurk volunteered to do it but will be giving up Business Recognition. Include the need for someone to lead Business Recognition on the email blast.
- Update on Main Street Project:
 - Miki reports that there are 2 different avenues the Village Board are exploring for the condemned buildings on main street. The project is proceeding.
 - There is a grant available the the Community Center could apply for. Miki will contact the Community Center Board and let them know.
 - A video entry has been sent to HGTV for the town makeover project. Dawn Romine did a great job making this.

New Business/Programs:

- The new banners have arrived and will be put up.
- The Bess Streeter Aldrich Museum has 15 new workshops offered.
- Elmer Miller trains chamber of commerce agencies and has offered to do a workshop for EMMA. Each business could sponsor someone to attend.
- The Easter Ham Drawing entry form containers will be set up. The drawing will be April 1.

Comments:

None.

Next EMMA meeting will be at the Elmwood Community Center, Monday, March 16th, 7:00 pm.

Meeting adjourned at 8:55 pm.