

**Elmwood Murdock Merchants Association  
Meeting Minutes – January 18, 2021  
Elmwood Community Center**

**Attendees:** Kris Shrader, Pat Ervin, Bonnie Brewer, Julie Anderson. Gerry Wilhelm came in late.

**Meeting Called to Order:** 7:00 pm

**Minutes Reviewed:** Minutes from December 21, 2020 were presented for review. Approved by all

**Correspondence:**

- None

**Treasurer's Report:**

**Financial Report:**

- Treasurer's report and 2021 budget reviewed.
- Andy will be submitting Marketing Grant requests to Cass County Tourism for Murdock 4<sup>th</sup> of July and Holiday Extravaganza.

**Membership Report:**

- Due to so many members not renewing and late notice being sent out it was decided to keep the membership rate the same (\$25) and extend the renewal date to February 28<sup>th</sup>. After that the membership rate will be \$30. Julie will check with Andy for a list and send out the email notices.

**Committee Reports:**

**Business Recognition:** None

**Economic Development:**

- Main Street project – Bj Burrows emailed a report to Kris. The Methodist Church is working on a proposal for the Hammons building on Main Street. Other people are interested in the other buildings/space. More to come.
- **EMMA Grant:** No applications received.

**Newsletter:**

- Discussion of maybe having a short spring newsletter with a schedule of events.

**Social Media:** Continue to post and share.

**Website:** Update with more current info.

**Unfinished Business:**

Pat is working on getting bids for the two signs on Highway 34. Perhaps instead of making them reflective solar lights could be used to light them up. He will check into it and update the bid requests.

**New Business/Programs:**

- EMMA Bucks – A question came in from a member: Can they be sold at a reduced rate to members? Answer: If we did that then EMMA would be subsidizing the businesses where the EMMA Bucks are being redeemed so we think that we can't do that.

- Marie Gregoire is working on a project to bring bicyclists to Elmwood next summer. Wednesday will be Pie Day. Pies and Pizzas will be sold in the Bess Streeter Aldrich Park. Farmers Market type events could be held. More details to follow.

**Comments:**

None.

Next EMMA meeting will be at the Aldrich Museum behind the Elmwood Library, Monday, February 15th, 7:00 pm.

Meeting adjourned at 7:38 pm.