

Elmwood- Murdock Merchants' Association

Regular Monthly Meeting-May 15, 2017

7:00 p.m., Elmwood Community Center

The May 15, 2017 regular monthly meeting of the Elmwood –Murdock Merchants' Association was called to order by President Kurk Shrader at 7:00 p.m. those in attendance were: Kurk and Kris Shrader, Bonnie Brewer, Bill Connour, Pat Ervin, Marie Gregoire, and Joann Hill.

Communications/minutes: Minutes from the April 17, 2017 meeting were approved as written.

Treasurer's Report: The treasurer's report showed a balance of \$1823.97. Bonnie reported that Oxbow has not paid for their newsletter ad (\$65), and that there was \$90 of paid ads for the last newsletter. The village reimbursed EMMA for half of the banner cost. Bonnie paid \$90 for the Booster Club calendar ad.

Membership Report: Bonnie reported 2 new business memberships for a total of 58 paid memberships.

Committee Reports:

Newsletter: The 4th of July newsletter deadline for ads/articles is June 1 with a mailing date of June 15. Pat will contact Dale Vanderford for a schedule of events. Items to be included are: grant information, sponsors, scholarship recipients, ham winners, and an article welcoming new members. Pat will try to keep the newsletter to 2 pages with a color front page.

Web Site: No report

Business Recognition: Home Place B & B is having a grand opening on June 11. Kurk will contact the owners and deliver a "first dollar" certificate and plant.

Economic Development: The grant deadline is July 10, 2017. The Aldrich House received the January grant for new signage.

Unfinished Business:

Scholarship recipients: Whitney Koehn and Shailee Hayek were awarded the EMMA scholarships.

Community Brochure: Becky was not present to report. Kurk reported that he had spoken with BJ about Kristi getting enough pictures.

Web Site expectations: Marie had a number of suggestions for content for our website:

Monthly updates, integration with WebKid, latest newsletter, mobile friendly, member sections, member log-ins, coupons from merchant members, ability to accept donations, coloring contest online submission, entries for garage sales, submission of events for approval, pictures.

Questions included funding, cost, maintenance, user friendliness, and developing a new website as opposed to improving our existing site.

Recognition for Senator Clements: June 25 from 2-4 at the Aldrich House. Rain site is the Christian Church. Kurk has ordered the cake and Bill will pick up the paper supplies. Patty Peterson is planning to do a news article for the Journal.

4th of July: Advertising will include posters, newsletter, ads in the Journal, CassGram, E-newsletters, Lincoln Journal and World Herald. A total of 1700 copies will be printed with Weeping Water added to the mailing.

Bounce House: The deposit is paid and Linda Glantz will run it.

Elmwood Banners: They are in place and look very nice.

Good Neighbor Award: Article calling for nominations was in the last newsletter.

Garage Sales: June 10. Forms can be found on the website.

County Fair: The booth space is paid for. Set up is August 8 at 7. We discussed how to better draw people in to the booth to look at the displays, maybe with some technology or having a person at the booth more often.

STRIVE commercial: The kids need video and pictures to develop the EMMA commercial. Kurk shared the Aldrich commercial that they had done and felt that they would do a good job with ours.

New Business:

Sponsorships: Bonnie will be sending out letters soon.

Our next meeting is Monday, June 19 at 7 p.m. at the Community Building in Elmwood.

With no further business the meeting was adjourned at 8:30 p.m.

Respectfully submitted

Kristyn Shrader

Recording Secretary