



Holt Business Alliance
Meeting
Wednesday, October 2, 2024 Board Meeting Agenda
8 AM to finish
Gravity Smokehouse 2440 Cedar, Holt MI 48842

Directors:

- Bill Wahl, Pat Brown Sr., Karen Oatley, Nikki McClure, Sandy Wriggelsworth, Bruce Kring, Dr. David Hornak, John Hayhoe, Missy Trudell, Karon Walter

1. Call to Order – 8 AM **8:04 am.**

- Determination of Quorum, 5 required:
 - **John Hayhoe, Bill Wahl, Missey Trudell, Pat Brown, Karen Oakley, Bruce Kring, Dr. David Hornack, Karon Walter**
- Minutes, September Board Meeting
 - **John moves to accept report, Pat seconds. All approve.**
- Additions/Deletions to Agenda
 - None

2. Committee Reports & Old Business

- Finance Committee/Treasurer's Reports and acceptance.
 - Treasurers report, Karen, Dues have been paid by existing members and new members.
 - Refunds issued for Lugnuts event that was cancelled.
 - Funds transferred to a Pre-existing CD account.
 - Constant Contact is due for a renewal for the next year.
 - **Pat motioned to accept, Bill Second. All approve. Motion passes**
- Old Business
 - Stickers/window clings for HBA members.
 - Missey has some quotes and numbers for cost. This will be sent to Bruce.
 - Dates will not be on the design
 - Karen will follow up with JD Small about membership
 - No Board member was able to attend the most recent Mason business alliance meeting
 - The last business mixer/ribbon cutting, September 18th, had around 25-30 attendees.
 - Missey will follow up with Simply Balanced for a picture of the ribbon cutting to post in other locations.
 - Updated email list for all board members
 - All emails are current and active for Board Members
- Update on the Activities Committee meeting, AKA the Holt Hometown Homecoming Committee
 - Event name: Holt Hometown Homecoming
 - Next meeting is Oct. 17th @ 6pm
 - Meeting happened, ideas were shared and created
 - Dr. Hornack was asked if we could connect it with homecoming and the response was yes.
 - Things to know for the future
 - Homecoming would be earlier next year due to 4 games next year; this year was 5 games.

- Homecoming is usually Sept 1 to mid. Oct. Range of dates for homecoming is the week after Labor Day to early October.

3. New Business

- Meeting Speakers
 - SBAM will be moved from October to Early 2025
 - October's speaker will be Lucas
- Website update
 - Missey reached out to Kyle Shoemaker and he is currently putting together a proposal.
 - New items we would like included on the website
 - A Pay portal for membership specifically
 - Including submission forms for events such as: ribbon cutting, new member requests, etc.
 - A cleaner layout with better coloring and easier to access items on the page
- Update for using the Credit card reader for the meetings
 - Yes, we would like it to be set up. It would be helpful for the few times we may need it.
- Creating a Venmo for easier payment access for members
 - Inquiries will be made by Karen into the cost and the needs for this account.
- MSU Sports company – Sponsorship opportunity
 - Bill was contacted inquiring for a sponsorship with HBA for the whole year with MSU sports.
 - Cost very high, ad is very small
 - We declined this sponsorship opportunity
- Fox 47 sponsorship opportunity
 - The HBA would use this opportunity to highlight/sponsor multiple HBA members and their local businesses.
 - ***Bill motioned to accept; Pat seconded this motion. All accepted, Motion Passes.***
- Community Events/Opportunities:
 - Mock Interviews on October 22nd through Holt schools with teacher, Makayla.
 - Holt Teacher, Jason Dowling looking for speakers for their class to talk about starting up businesses and running businesses.
 - Holt-Delhi Township with have trick or treating in the park on October 27th at Valhalla Park due to renovations at the Veterans Memorial Gardens location.
 - Edru Skating is offering a Trunk or Treat event on October 20th for local business and community groups to hand out candy and other business items.

4. Adjourn; *Meeting adjourned at 8:57 am.*

Next Board meeting: Wednesday, Nov. 6th, 2024 at 8AM Gravity Smokehouse

HoltAlliance.org (517) 699-2099 PO Box 331 Holt, MI 48842 Business Schools Government