

ELMWOOD-MURDOCK MERCHANTS' ASSOCIATION

Minutes of the Meeting

December 20, 2021; 7 p.m.

The Elmwood-Murdock Merchants' Association met at the Aldrich Museum on Monday, December 20, at 7 p.m. Those in attendance included Kris Shrader, Becky Kicak, Bonnie Brewer, Kurk Shrader, Pat Ervin, Andy Clements, Bj Burrows, and Julie Anderson.

The minutes of the November 2021 meeting were approved.

Treasurer's Report. Reviewed and with no objections, the treasurer's report was approved as presented.

Membership Report: New membership received (Elmwood Community Association). 2022 Membership report presented. Andy will send Julie a new spreadsheet and she will send a reminder email to members to pay their 2022 dues.

Andy said Brody Baer volunteered to hang the Christmas lights on the tree in the park. The lights from last year didn't work so Brody bought new Christmas lights for the tree. He had rented a lift for a job at the same time, so he was able to use that to hang them. Brody said that he will use the lights at his house next year and Andy now has the parts to fix the old lights. Kurk motioned to pay Brody half of the rental of the lift (\$100). Bj seconded the motion. All approved.

Economic Development: Bj: Church demo on the building has begun. Wind damage has delayed the progress. The next demo day 12 people are needed. Keep the brick or not? This has not been decided yet.

EMMA Grant: Grant applications due.

Newsletter: It was received the week of Thanksgiving and thanks to Andy and his family and crew for taping it was mailed out.

Social Media: Bonnie used \$14 of approved funds to boost the facebook ad. She reports good results but not as good as she hoped.

Website: Updated.

Unfinished Business:

Sign is curved. Tyson Vogt has the poles. Jacobus Grobler will repair the sign for no more than \$500.

MoPac banner fell off the pole. Not damaged but needs rehung.

Extravaganza Review:

The weather was good and the events were well attended.

The Craft show has 41 vendors.

Candy Cane Lane raised \$1145

Soup Supper made \$1149

Ribbon cutting at Meisinger Floral was good

Santa in the Streets was a big hit driving around town but didn't get to the park on the schedule that was published. This will be noted for next year.

Tifanie Vogt read the proclamation in the park.

The Living Nativity had good traffic.

The Balloon Artist was very busy! They could use two next time or maybe try something different.

The Library had 125 kids.

There weren't as many coloring pages received. Only about 40.

Memorial Recognitions: 19 names. Kurk received several messages of appreciation. Bill had to replace one of the lights. Suggestion to do the Murdock memorials on the 4th of July Celebration.
The Quonset had a good turnout.

New Business:

Officers & Committee Chair for 2022

2022 Officers

Kris Shrader – President

Pat Ervin – Vice President

Andy Clements – Treasurer

Becky Kicak – Secretary

2022 Committee Chair:

Business Recognition:

Economic Development: Bj Burrows

EMMA Grant: Kurk Shrader

Good Neighbor: Julie Anderson

Newsletter: Pat Ervin

Social Media: Bonnie Brewer

Website: Julie Anderson

Goals:

- Save money to have EMMA join the Elmwood Community Foundation. Andy will work on the budget with the goal to move to the Elmwood Community Foundation. Kurk suggested only having 1 scholarship for 2022-2023 and put the money saved towards the project.
- Get membership back up to pre-pandemic level
- Kris attended the ECA meeting in November. Bj encourages ECA to do different projects than EMMA but the two groups can help each other.

With no objections, the meeting was adjourned at 8:00 p.m. The next meeting 01/17/2022 at 7:00 pm at the Aldrich Museum in the back of the Elmwood Public Library.

Julie Anderson; Secretary