

Elmwood Murdock Merchants' Association

July 19, 2021

7 p.m.

Elmwood Learning Center

The Elmwood Murdock Merchants' Association met Monday, July 19th at 7 p.m. In attendance were Kris Shrader, Kurk Shrader, Bonnie Brewer, Becky Kicak, Pat Ervin, Linda Allen, Jackie Heard, and Julie Anderson.

Minutes from June reviewed. Kurk motioned to approve, and Pat made the second. All voted to approve.

Treasurer's report: Andy is not present, but Treasurer's report reviewed.

Membership report: Andy is not present, but membership report is reviewed. Sponsorships from Corn Growers Bank, Stock Seed Farm, and Oxbow Farms. Linda and Jackie asked about dues for Fusselman, Allen, Harvey Funeral Home and possibly being a sponsor.

Committee reports:

Economic Development: No report

EMMA Grant: No applications received

Newsletter: Done

Social Media: Continue posting and sharing merchants' news and posts.

Website: find pictures and attach drone video

Unfinished Business:

- Replacement Highway sign: It needs new poles and reinforcement. There may be local talent that can help with this. It will need new posts, plywood, and concrete. From previous meeting \$300 was approved to repair the poles and reinforce the first sign and \$300 to replace the 2nd sign. Maybe add a solar light?
- MoPac Banner: This has been hung up on main street.
- 4th of July Newsletter – ready to mail. Posters will go up via anyone who can do it.
- Garage sale reimbursement has been paid to Cyndi Dwyer.
- Know Your Neighbor Event: Bonnie Brewer – Sept 28th is National Good Neighbor Day. Sunday, Sept 26th will be an event at the Learning Center. Possible ideas:
 - o Passoport/punch card
 - o Farmers market vendors
 - o Hot dogs/buns
 - o Include Murdock
 - o Gifts for new residents?
 - o Merchants can set up a table

New Business:

- Cass County Fair set up Aug. 10th – 7:00 pm.
 - o Email merchants to let them know they can bring their items to Bits and Pieces by Tuesday at 4:00 pm or bring to the fair grounds. It is best to not use large posters. Small signs in acrylic holders to go on the table is the best.
 - o Tear down is Saturday the 14th at the end of the evening if anyone would like to come and help.
 - o No one will be manning the booth. People seem more likely to browse when there isn't a person sitting there watching them.
- Holiday Extravaganza: Time to start planning!
 - o Suggestion: Santa driving around on a hayrack was a big hit. Maybe have the parade follow Santa? Or weave through town on it's own instead of on main street.
- Fall Newsletter – start gathering news, articles, and ads.

With no further business, the meeting was adjourned at 7:43.

The next meeting will be August 16th at 7 p.m. at the Aldrich Museum.

Julie Anderson, Secretary