

DIMONDALE BUSINESS ASSOCIATION
Regular Meeting Minutes
Tuesday, February 7, 2023
Location: MorningLory's Café & Bakery

I. Call to order at 6:30 p.m.

II. Around the Table:

A. Member news

Present:

Denise Parisian – Farmers Market (DBA President)
Dennis Prisk – Village Manager
Steve Killingsworth – The Windsor Room (DBA VP)
Shelly – GiGi's Gathered Roots
Jess – Simply Balanced Accounting
Michelle Rogers – Dimes Brewhouse (DBA Secretary)
Zach – Manager at Union Bank
Kristy Beck Bair – Family Dental
Bob Sheap – R. Sheap Photography (DBA Treasurer)
Kim – Country Creek Reception Hall
Ralph Reznick – Village President
Lori Conarton – MorningLori Café
Sally Hock Harrison – West Windsor Church

B. Guest: County Journal Sales Associate, Crystal Drews and Christi Whiting

County Journal is the only newspaper that circulates in Dimondale now.
Circulation: 15,000

“Discover Dimondale” piece runs every month

Piece about the library running 1x/month as well

Always looking at Human Interest stories

2” x 3” ad for \$68 special rate for DBA members for ad in the County Journal

Eaton County Community Guide: 50,000 printed/year

III. Around the Town:

A. Follow Up on Christmas Walk Pop-Up, December 15

Didn't get the turnout we hoped.

The pop-ups were too much work to coordinate, so none planned for this year. But if someone has an idea and wants to do one, it's still a possibility

Community Garage Sale is on May 6, so it should be a busy day in Dimondale. Businesses are encouraged to join in: do a sidewalk sale or something like that!

IV. Business Session

A. Minutes, December 7, 2022, regular meeting

Motion to approve by Lori, Seconded by Bob

B. Current Financial Report

Motion to accept by Sally, seconded by Steve

1. 2023 Proposed Budget

Motion by Steve to approve, seconded by Sally

C. Committee Sign Up for 2023

Still need volunteers (including Chairpersons) for committees

D. Village Council Report

Village has been working on the budget – going to council next meeting

E. Ribbon cutting rework (Facebook video promotion)

DBA did a video with GiGi's instead of a ribbon cutting, and it got a lot of shares/views on Facebook

Denise / Steve needs some help with social media – *who has time to help?*

F. Welcome basket refill

Bring in 20 items to include in the welcome baskets

Distributed to new residents of Dimondale (about 20-30 per year)

G. Car Show (June 16) sponsorships - *tabled until next meeting*

H. As presented

V. Announcements

A. Next membership meeting, April 4, 2023

VI. Adjournment 7:30 ish