

DIMONDALE BUSINESS ASSOCIATION  
Regular Meeting Agenda  
**Tuesday, April 4, 2023**  
Location: MorningLory's Café & Bakery

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

II. Around the Table:

Denise Parisian, Farmers Market Saturday May 13, 10-2pm

Lori Conarton - Morning Lori, getting ready for events like the Easter Egg Hunt 1pm Lions Park

Steve Killingsworth – Windsor Room, will be participating in the Ddale garage sale event, May 6

Shelly O'Connor- GiGi's Gathered Roots, store is full and she keeps bringing in new merch

Michelle Rogers – Dimes Brewhouse, Librarium beer in support of the Library millage

Matt Corrette – Comcast Business Services – Comcast is building out to the Dimondale area. Govt funding to support expanding to more rural areas

Ann Sanders – Dorothy Hull Library, millage election on May 2. Planning for summer reading program.

Dennis Prisk – Village Manager, lots of projects getting started this year

Brett Shaw – Tri-County Real Estate, Wife bought the ice cream shop. 50s soda shop theme. Will be open year round. Opening this weekend (April 8). Will deliver to other restaurants downtown with QR code.

Teresa Miller – Total Local, produces Local Resource Guide. New magazine-style format in 2023. Will have a cover story, and a list of DBA members. Looking for a cover story for Holt / Dimondale

Sherri Bryan – SBAM. Will present later in agenda

Sally Hock-Harrison – West Windsor Church. Looking for readers to help with Good Friday service. (6:30 pm)

Zach Parker – manager at Union Bank Dimondale branch

Kimberly Ball - Country Creek Reception Hall. Comedy show 4/22 and burlesque show 4/29

Bob Sheap – Treasurer, looking for a replacement at the end of this year

- A. Guest: Sarah Pierce, 517 Living  
Sara from 517Living – started back in 2014 as a twitter account. Now 517living.com  
Anyone can add events for free. Also a Facebook group (517living community). Also a Subgroup for housing, real estate listing, marketplace, etc. Calendar uses Tags to also post on other calendars (Arts Council of Greater Lansing, Lansing Family Fun Calendar, Lansing Blues, etc)

### III. Business Session

- A. Minutes, February 7, 2023, Regular Meeting  
Motion to approve by Bob Sheap. Seconded by Sally Hock-Harrison
- B. Current Financial Report  
Presented by Bob Sheap, Treasurer. Report Filed as presented
- C. Village Council Report  
Ralph not present
- D. SBAM Report  
Sherri Bryan – new product – Risk Assure. Scans all your devices and tells you how much you should be  
  
Upcoming Webinars. Small Business Summit on June 15.  
  
SBAM also does free energy audits – can help identify energy savings and connect businesses with rebates and grants
- E. Facebook videos update

### IV. Events and Committee Reports

- A. Spring Market, May 13  
Farmer's Market 10-2pm
- B. Memorial Day Parade, May 29  
Usually tough to find people to walk in the parade for DBA. (many on vacation or doing other business stuff), so let Denise and Lori know if you want to help carry DBA banner. Lori is chair for parade committee.
- C. Car Show, June 16
  - 1. Promotional mailer (sign up): approximately \$150 per business ad
  - 2. Sponsorships: Holt Community Foundation is sponsoring the band. \$300 for magician, \$300 for facepainters. Sponsors will be listed on banner, and in social media

3. Event day plan, volunteers: we always need a lot of volunteers. Please sign up if you are available.

D. Member Mixer  
Will cover next time

V. Announcements

A. Next membership meeting, June 6, 2023

VI. Adjournment 7:30