

DIMONDALE BUSINESS ASSOCIATION
Regular Meeting Agenda
Tuesday, October 3, 2023
Location: MorningLory's Café & Bakery

- I. Call to order at 6:33 p.m.

- II. Around the Table:
 - a. Member news
 - Theresa – Total Local – DBA members all have a free listing, and there is an article about the parks updates in Dimondale
 - Pat Brown – Holt-Dimondale Insurance Agency: dealing with the storm damage after-effects. He's also on Delhi Twp board and they are putting in pickle-ball court
 - Steve Killingsworth (DBA Vice Pres) – Windsor Room – event space – will be hosting some vendors for the craft show, Nov 17-18
 - Katie from the Dorothy Hull Library – Event for the Solar Eclipse on Oct 14
 - Gigis Gathered Roots – just celebrated 1st anniversary
 - Lake Trust Credit Union – Open Tues and Thursday
 - Salley Hock-Harrison – West Windsor United Brethren Church – community garden is winding down. Families that have lost people – Vealy family and Cindy who worked at Morning Lori
 - Kim from Country Creek Reception Hall – new signs!
 - Bob Sheap – (DBA Treasurer) – Photography
 - Michelle Rogers, (DBA Secretary) Dimes Brewhouse – getting ready to order fall/holiday merchandise
 - Lori Conarton, MorningLori – waitress Cindy passed away, who had worked here for 20 years. regular customer Harold passed as well. Baker Beth left recently, Trying to separate out pies, bread, and other baked goods into separate jobs.
 - Lori is also chairing holiday craft show. Less locations but a lot more vendors (lots of vendors at the church, Windsor Room, Nurture Yoga, and Chief Okemos Club)
 - Denise Parisian (DBA President), Dimondale Farmers Market – Holiday market filled up really fast
 - “Shop local” October market – gift baskets at the market
 - b. Guest: Pat Brown, Holt Dimondale Agency (Cybersecurity for Small Businesses)
 - Through SBAM, professional services are available to help with this
 - Can do 2 free scans of your system per year, to let you know what your vulnerabilities are and how to prioritize protecting yourself.
 - Risk Assure – another type of scan that can offer you cyber security insurance, and tell you how much you should be paying for it.
 - Phishing – usually targeted at employees (rather than owners). They might name drop people you actually know, make it seem like an urgent matter
 - 43% of data breaches happen to small businesses, and 90% of them are through phishing
 - Small bakery in okemos – hackers took all their recipes and held them ransom

- Tips:
 - train employees on security principles
 - don't let employees use their own personal devices
 - update your operating systems, software, web browsers, etc.
 - install antivirus (some of them are even free)
 - install firewall software (again, some are free)
 - have an action plan if you do have a breach
 - Have back-up copies of important info
 - Make strong passwords and don't use the same one for everything
 - Use email encryption

III. Business Session

- a. Minutes, August 1, 2023, Regular Meeting
 - Motion to approve by Salley Hock - Harrison
 - Seconded by Lori Conarton, all supported, none opposed
- b. Current Financial Report
 - Report presented by Treasurer Bob Sheap and filed as presented.
 - Spending is right on target with our Budget.
- c. Village Council Report – Ralph Reznick, Village President
 - Bathrooms at Danford Island Park are functional!
 - Gazebo is being constructed
 - Basketball courts are still under construction, could get postponed until the spring.
 - Talks with Church to use those facilities for community purposes.
- d. SBAM Report – Sheri
 - Shared info from SBAM pres Brian Calley
 - In Jan, 71% felt good. Last survey was down to 58% issues are inflation, availability and quality of labor.
 - We should all be receiving email from SBAM on Tuesdays (the Lansing Watchdog)– call Sheri if not.
 - Advocacy for small businesses in Lansing
 - Upcoming Webinar: Oct 18 10am – Smart Marketing on a Budget
 - Premium Membership is \$269/yr – we are automatically Premium members through DBA. You can upgrade by paying the difference between membership levels
- e. December Elections (President and Treasurer positions open)
 - Please serve on the executive committee!
 - Terms are 2 years. 2 positions come up every year.
 - The positions are subject to the time and energy that the volunteers can put in.
 - Bob and Denise are willing to support and mentor whoever takes over
 - There are certain tasks that we could really use help on, aside from these 2 exec. positions: Social Media being a big one.

IV. Events and Committee Reports

- a. Member Mixer Report, September 12
 - Participation was a little lower than in past but Denise didn't invite quite as many people
 - There were some new faces in attendance
- b. Holiday Craft Show and Market, November 17-18

- c. Small Business Saturday, November 25
 - Committee: Shelly and Lori. This weekend is tough because it's the weekend following the craft show weekend
- V. Announcements
 - a. Next membership meeting, December 5, 2023 – **Elections!**
- VI. Adjournment at 7:39pm