

DIMONDALE BUSINESS ASSOCIATION

Minutes

Tuesday, April 8th 2025

Location: Morning Lory's Café and Bakery

- I. Call to order at 6:33 pm
- II. Guest Speaker: Susan O'Dell from Junior Achievement of Mid-Michigan
- III. Around the Table
 - a. Kim Murray – Dimondale Farmers Market – spring market on Sat May 10
 - b. Sally Hock Harrison – West Windsor Brethren Church – pastor retiring
 - c. Robby - The Attic Door – new vendors: John's Crazy Socks – some proceeds to down syndrome charity
 - d. Theresa – Total Local – lots of mailings, marketing, social media, Total Local Holt-Dimondale magazine / mailing is being discontinued, but Dimondale going to be included in Charlotte Total Local (printed every summer, goes out to ~10,000)
 - e. Brian Grisdela – Dimondale Family Dental – almost 2 years now in Dimondale
 - f. Jacob Toomey – Eaton County Commissioner – Public Safety Millage in May – for Animal Control, Prosecutors Office, Sherri's office. Public safety is ~60% of the budget.
 - i. Funding cuts coming to the county soon, regardless of the millage, but the millage is so they don't have to
 - g. Lake Trust Credit Union – free entrepreneurship class – at the end you can go to a pitch competition – find out more at LakeTrust.org
 - h. Ralph Reznick – Village of Dimondale - info about the trails

- i. Shannon Hartwick - The Crafting Table – Laser engraving – all kinds of marketing / logo products
- j. Steve Killingsworth – Mothers day event – Cork and Ladle, flower cart, mimosas- tickets on sale now
- k. Bri Lugenberg – Nurture Yoga – latest fun event was puppy yoga

A. Member News:

- a. Member mixer: Tuesday October 7th 2025 6:30 – 8:00
- b. New members – none present today
- c. Membership renewals – get yours in now!
- d. DBA swag update – tshirts \$10/piece
- e. Future DBA website – we are going to be updating our website
 - a. Part of more comprehensive marketing strategy
 - b. Suggestions:
 - i. have separate member profiles- include a bit of a business description
 - ii. let people update their own info
 - iii. Keep the listings up to date, lots of orgs have outdated business contact info

IV. Business Session

- A. Car Show is June 13th
- B. DBA Mixer is Oct 7
- C. Minutes, February 4th 2025, Regular Meeting – tabled until the next meeting (forgot to send out to members)
- D. Current Financial Report
 - a. Isaac Fransisco presented the Financial Report

- b. Michelle Rogers made a motion to approve
- c. Steve Killingsworth Accepted

E. Village Council Report

- a. Tri-County Regional Planning is looking to extend trails in the area (such as extending the Holt-Ram trail to Dimondale and another trail from Vermontville to Potterville)
- b. They are having an open house for community to give feedback on Dimondale First Presbyterian Church April 21, 3:30-6:30pm.
- c. You can also submit comments online
- d. US Supreme Court that sign ordinance is not constitutional – ordinance will be simplified
 - i. They will have a new draft after the Village Council's May meeting

F. SBAM Updates

- a. Sherry Bryan is our main point of contact. SBAM membership is included with DBA membership.

V. Events and Committee Reports

- a. Car show update from Denise: June 13
- b. Sponsorship info will be available soon
- c. Band "Blind Ambition" coming again
- d. Magician, face painters coming again
- e. Guest Speaker: Susan Shilton – Susan O'Dell from Junior Achievement of Mid-Michigan – kids are required to have a ½ credit of personal finance to graduate
 - a. Junior Achievement has programs from K-12
 - b. Financial Literacy, Work and Career Readiness, and Entrepreneurship

- c. Organization has been around since 1919
- d. Holt Schools uses JA curriculum in some of their classes – teaches kids about different career paths, credit score, family household budgeting, bills,
- e. Programs range from \$25-\$250, lots of college scholarships available
- f. Entrepreneurship incubators
- g. They need volunteers this coming Monday in Grand Rapids for the Finance Park student activity – you will run a “storefront” and be given a script to run your store.**
 - i. 8:15am – 12:30ish
 - ii. JA BizTown – a mini town inside of the building. Students in 4-6 grades go to a mock job-fair, learn about flow of money through economy, taxes, loans, permits, payroll
 - iii. 11,000 students served by their program. Funded through grants and sometimes state funding, and mostly through businesses.

VI. Announcements

- A. Next membership meeting June 3rd 2025 6:30 pm Morning Lory's
- B. Meeting Adjourned at 7:34