

MABA MINUTES – February 8, 2022 @ 6:00 p.m. @ Liberty Memorial Bldg. Basement

Meeting was called to order at 6:02 p.m. by Natalie

Board members present: Natalie, Stephanie, Michelle, Teresa, Caroline, Gary; Additional guests: Bonnie Pierce, Cheryl Jones and Rachel Reis; Absent: Kenzie Meggison & Carol Sonnichsen

Secretary report: Approved by Bonnie Pierce; seconded by Caroline – motion carried

Treasurer report: No report was given as Kenzie was not able to make the meeting.

Old Business:

- **2022 Budget:** We tabled discuss on this until March. Discussion was held once again on the remainder of the Christmas sign funds. A Christmas Committee was formed of Caroline and Cheryl to discuss ideas further.
- **Letter to the Bank:** Michelle had a question for Becky, will finish for March meeting.
- **Youth Scholarship:** Discussion tabled to March
- **Grant:** No further updates
- **Go Fund Malvern:** The funds will continue to stay status quo until we know what is further needed by the business owners. Right now it sounds like Tom is going to rebuild and wants to keep the front of the new building historically accurate on the front side at least to match the rest of downtown. He is going forward with purchases the two lots to the north where the current pocket park is with the bicycle tree, picnic tables and awning.
- **Membership Drive:** Michelle is going to send an email blast to current MABA email list with updated membership flyer. Gary gave social media access to a few more members to do a social media push as well. We will re-print the tri-folds to give to businesses. Also, will put an ad on the bank sign – We're back!

NEW BUSINESS:

- **Kegs & Eggs:** Thanks to the hard work of Natalie, MABA was chosen as the nonprofit partner for this year's Glenwood Area Chamber of Commerce Kegs & Eggs event! It'll be Saturday, March 12th, from 9-11 a.m. at Keg Creek Brewery in Glenwood. MABA will need to provide fruit and the breakfast main course. Natalie's husband, Kyle, volunteered to cater. It'll be a free-will donation for the food and there will also be a silent auction. The funds MABA raises from this event will go toward the Independence Day Firework Celebration! Natalie, Stephanie and Teresa will meet with Rachel and her team to discuss promotional plans.
- **Spring Fundraiser:** The Park Board is going to take on the Easter Egg hunt. MABA will continue to think of different fundraisers possibly for the spring/fall. Discussion was held about a chili or smoke cook off and trying to hold a block party more toward fall. Also, discussion on a 5k run/1k walk and partnering with the East Mills Cross Country Team. Continue to think about fundraiser

- Independence Day Celebration: Gary is working with the Fair Board to secure the dates for the event to ensure there isn't another event going on at the Fair Grounds that day. Gary is going to Fair Board's meeting on February 10th to ask for final approval of the date - June 25th. There is a wedding at the Lakin Center. Prices continue to rise for the fireworks display. This year, the price is up about 30% for a total cost of \$15,000. For several years, The Malvern Bank has generously covered a large portion of the cost of \$10,000. This year the company is asking for payment upfront. A motion was made by Bonnie to approve the contract for the fireworks for a total of \$15,000 per getting the date approved and the bank agreeing to \$10,000 and MABA will give \$5,000 – Teresa 2nd the motion; motion carried.
- Advertisement Request: There was an ad request if MABA would like to be part of the Malvern Residents Guide and the Adventures Western Iowa Magazine. We decided it was a good use of advertising dollars since both would reach a wide audience of community members and attracting tourists to town. Natalie was going to reach out to the publisher with more questions and send in the final proofs by the February 14th deadline.
- Summer Concert Series: We will table this until early spring.

Adjournment: Motion by Bonnie and 2nd by Michelle – 7:43 p.m.

Next Meeting: March 3, 2022 @ 6:00 p.m. @ Liberty Memorial Bldg. Basement