

Mendon Community Business Association (MCBA)

Planning Meeting Agenda

Date: March 17th, 2026 **Time:** 12:00p **Location:** Saint Catherine of Siena 26 Mendon Ionia Rd, Mendon, NY 14506 | Zoom: meet.google.com/jbq-qemx-vuq

1. Welcome & Introductions (5 min)

2. Budget Approval for 2026 Events (15 min)

Review and vote on proposed budgets for:

- **Spring Beautification** (proposed MCBA contribution: ~\$500; sponsorship/donation target: ~\$1,500)
- **Mendon Festival** (proposed MCBA contribution: ~\$500; sponsorship/donation target: ~\$1,500)
- **Holidays in the Hamlet** (proposed MCBA contribution: ~\$500; sponsorship/donation target: ~\$1,500)
- **Networking Events** (4 events; budget per event for food/beverages):
 - April 21 — Networking Breakfast @ 20 Deep (8–9:30 AM) — *Marketing & Advertising Best Practices for Small Businesses*
 - June 16 — Networking Lunch @ 20 Deep
 - July 21 — Networking Happy Hour @ 20 Deep
 - [4th event TBD]

Board members come prepared with proposed budget numbers for each event.

3. Event Playbook Review (20 min)

Review and finalize playbooks for upcoming events (Laural & Angela to present outlines):

- Spring Beautification playbook
 - Vendor/landscaper outreach update
 - Four Corners planting plan

- Sponsorship strategy
- Mendon Festival playbook
 - Vendor roster status
 - Promotion and advertising plan
 - Kids' section plan

Goal: All spring/May event details finalized by the end of March so promotion can begin.

4. April 21 Networking Breakfast — Final Details (10 min)

- Topic confirmed: **Open Roundtable — Marketing & Advertising Best Practices for Small Businesses**
 - Expert guest: Update on outreach to Bob Bailey (Truth Collective) or similar resource
 - RSVP form live on website (David to confirm)
 - Email campaign to members: Jill to draft 3-touch email sequence
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5. Vendor Policy — Political & Non-Community Activity (10 min)

- Aaron to present draft vendor/political activity policy (based on research from other festivals)
- Member discussion
- **Vote:** Adopt policy now, or revisit for next year?