

West Liberty Business Association Meeting Minutes

Thursday, April 11, 2024 at Mad River Farm Market, 5:30 pm

Attending:

Heather Chamberlain, President

Linda Vernon, Vice President

Brenda Snyder, Secretary

Tami Cox, Member-at-Large

Andrew/ WL Historical Society

Katie Neer/ Solomon's Garage

JD Harshfield/ Ohio Caverns

Stan and Geneva Thoman/Thoman's IGA

Lee Chamberlain/PDQ IT Solutions

Kurt Seeley/Jennings Farley & Seeley Funeral Home & Crematory

Call to order by President, Heather Chamberlain:

Treasurer's Report: report read; motion to approve Linda Vernon, 2nd by Heather Chamberlain

Secretary Report: Minutes read; motion to approve Tami Cox, 2nd by Linda Vernon

Business of the Month: Thoman's IGA. Stan and Geneva Thoman were present to accept their award.

Events Committees updates:

Summer Street Market – This event will be held Saturday, June 29th from noon-5pm. We really need volunteers to step up and help make this event a success for our community! This event gets bigger and bigger every year and that means it takes more and more people to put it on. If you can help in any way, please email Tami Cox at wba@mywestliberty.com.

We have \$2500 in sponsorships so far thanks to Katie Neer. Social media is up. Please share this on your own social media accounts to help get the marketing message out. Discussion was had about the possibility of a beer garden. Discussion was tabled.

Cash Mob – We have the first 4 sponsors so far: Mayor Brad Hudson, Council Member Jayne Griffith, Theresa's Gingerbread House, and Solomon's Garage. See attachment for more information about this new event. We are planning to hold the 1st one on May 22 from 12noon-1pm.

Fire Sales – We have 3 food trucks scheduled but we would like to find 1-2 more.

Summer Garden Tour – We need volunteers, and we need gardens. This event is scheduled for Saturday, June 15th with a rain date of Saturday June 22. With the proceeds from the garden tour, we will make a donation to the Bailey House Museum. Heather Chamberlain is heading up this committee. If you would like to help or have a garden that would like to showcase, please email her at wba@mywestliberty.com.

Old Business

Membership – renewals are still coming in slowly. What incentive can we offer to get renewals in by the deadline? ***Also, we would like to ask members if when they see our postings on the WLBA Facebook page, if they would kindly share them to their own pages so we can get some additional visibility.***

Marketing Videos – Logan Cox will start making videos to help market the businesses of WLBA members. If you have joined at the \$250 per year and above level, the WLBA will cover the cost of the video.

New Business

New Meeting Day – the monthly meetings will now be held on Wednesdays instead of Thursdays. See below for the next few months of dates.

Visitor's Bureau Annual Breakfast- This year's annual breakfast will be held on Tuesday, May 14th at 8:30 am at Cranberry Resort. If you have not had a chance to get to the lake since the tornado, this is a great opportunity to visit the area and support our local tourism efforts. Email invitations were sent out to all members. If you did not receive one, please email Brenda at wlba@mywestliberty.com to get another one sent to you.

Mayor/Village Council Report – no one from the village was in attendance.

Moonshade Festival- attendance was not quite as expected or hoped for. People were confused as to where the festival was. Stores did not see much in the way of additional traffic. Jill McKelvey said the event was successful.

2024 West Liberty Village calendars are now free and are available at the Village office.

Linda made a motion to adjourn the meeting. Heather Chamberlain 2nd. The motion passed.

Meeting adjourned.

Respectfully submitted,

Brenda Snyder, WLBA Secretary

Upcoming Monthly Meeting Dates

Wednesday, May 15th at 5:30 pm, Liberty Gathering Place

Wednesday, June 5th at 5:30 pm, TBD

Wednesday, July 10th at 5:30 pm, TBD

Wednesday, August 7th at 5:30 pm, TBD