**West Liberty Business Association**

**Thursday, November 14, 2019 7:45 am @ Holdren Brothers**

**In attendance**: Mitch Lingrell (LT’s Uniquities,) Ronda DeLeon (Holdren Brothers,) Roberta Yoder (Yoder Concrete Construction, LLC,) Lindsey McGlone (Elle A Design,) Dustin Gardner (Reality Capture Experts,) Jonathan McCutcheon (Supply Chain Technologies,) Katie Neer (Solomon’s Garage,) Natalie Frueh (Sertell Chiropractic,) Guests – Shane Godwin (WL-S Athletic Association) and Lewis VanHoose (Windfall,) Cindee Boyd (Village of West Liberty)

Shane Godwin, President of the WL-S Athletic Association introduced Lewis VanHoose, a graduate of WL-S, and from Windfall, a company they are using to help with the fundraising for the Tiger Fieldhouse. They have raised $500,000 so far and hope to raise $1.2 million. Windfall is a fundraising company that started as a business consulting company. Through their network of strategic partners, they can save businesses money on their expenses. The savings would be shared between the business, Windfall and to the WLBAA for the fieldhouse, thus the name 33x3 Program. You would commit to a three year contract with them, thereby sharing the savings over three years with the school project.

Family Day Event update – Roberta said Cindee thought they had approximately 50 people at the Grove for the cookie decorating. 15 families signed that they got photos taken with Beighlee. Ronda wondered if the overall traffic was higher in the stores because of the radio ads. Some stores felt traffic was good; Mitch said it wasn’t good for him but figured it was due to his location. Ronda reported that we have paid for 13 ads per day that run up through the weekend of the Tour of Homes – 6 weeks. It also includes Reindeer Races and a gift basket.

Roberta read the minutes from the meeting on October 9th. Roberta noted that the cost for the crafts at The Grove was $20 for both, not each. No other changes were noted.

Mitch gave an update on the parade. He is trying to get the WL-S football team and cheerleaders on a float to celebrate their winning season. He asked Mr. Fannin if the band would play the WLS Fight Song, stop at the announcer’s stage for the tribute to Willy Yoder, and then play Here Comes Santa Claus after a moment of silence. Chance Carroll has agreed to drive the Grand Marshall, Dr. Harry Graber, in the parade.

Tour of Homes update – There are six confirmed locations – Ellen Vitts, Mary Clasen’s, Nathan & Mindie Fish’s, Julie Bodenmillers, the Bailey House and Town Hall. Tickets are $12 in advance or $15 the day of the event. Katie is putting out a press release to the Urbana and Bellefontaine papers and getting tickets/map printed. It was also suggested to send the press release to Bill Tipple at WPKO and also the Marysville paper. Country Friends and LT’s Uniquities have both offered the use of items from their store to help decorate.

Cindee updated us on the bulletin board at the bike path. It is planned to be placed on the city garage building. The one she has identified costs $1,092.23 that includes shipping. She is hoping to have it up by March. We want to continue to explore options of a lower cost or using a local source.

The Christmas lights have arrived for the top of the buildings. Roberta will let Bob Rabenstein know they are here with hopes he can install them. The bulbs are shipped separately and need screwed into the sockets (700 of them.) Cindee said she has guys that can put them in. Roberta will drop them off there. (Update – Bob will not be able to install the lights – Steve had surgery so Bob is shorthanded. We still need someone willing to attach clips to the roofline of the buildings and mount the lighting. A lift is available on weekends. Can you help???)

Roberta asked about Girls Day Out coming up. Tim Lamb is setting up the photo booth at Sweetie Pie’s instead of The Grove so that it is being watched. The spray tan fell through due to other family activities. The crafts are planned from 1-5.

**\*Next meeting is on Thursday December 12th at 7:45 am at Holdren Brothers.**

Roberta Yoder

WLBA Secretary

*The Mission of the West Liberty Business Association is to create exceptional value in the West Liberty community by initiating, building and keeping profitable business relationships through open communications, community involvement, innovative marketing and person interaction.*