**Present:** Pres Ryan Berry (Berry Digital Solutions), VP Chris Anders (Berry Digital Solutions), Secy Katie Neer (Solomon’s Garage), Members: Mitch Lingrell (LT’s), Tami Wenger (Project Teddy Bear), Michelle Neer (MCC Thrift), Nancy Spragen (library)

**Tour of Homes:** Katie and Cindee cancelled the 2018 Tour of Homes due to only having two locations and low volunteer rate. WLBA will revisit this event in a few years.

**Labor Day Recap:** Traffic was down for some vendors, but Mitch got a lot of traffic on Saturday around the parade and Tami reported she gave away lots of stuffed animals. Area residents suggested having horses in the parade again.

**Fall Open House Recap:** Michelle said she had good traffic for the Fall Open House, Mitch did not. Chris said we need to try to put more effort in these events.

**Christmas Preview:** This event will be Nov 2&3. We will pass out small tiger card type coupons a couple weeks prior and during Trick or Treat to bring business downtown for specials and giveaways for the Christmas preview. Notify Ryan Berry [ryan@berrydigitalsolutions.com](mailto:ryan@berrydigitalsolutions.com) if you would like to offer a special on this card. Katie will reach out to try to get Bob Rabenstein to put up wreaths before the Christmas preview this year, rather than right before the Christmas in the Village parade on Black Friday (the day after Thanksgiving). We will work to have food trucks in the area. Katie asked Big Willies and Flying Pepper and they are checking their schedule. Ryan said we should distribute flyers at the school. Mitch suggested Keith LeVan for live music that weekend.

**Updated Brochures:** Kristie from Dorcey’s had the brochures updated by Lindsey at Elle A Design and printed by Main Graphics. She began distributing them at the WLBA booth at Labor Day. If anyone wants/needs brochures, see Kristie. Katie asked how many brochures were printed and how much the bill is. Ryan did not know. Katie will talk to Kristie and Mark.

**Cross Promotion/ “I will scratch your back if you will scratch mine”:** All local businesses are encouraged to post sales/specials, etc. on social media and then cross promote one another. This will boost everyone’s reach on social media. Also, everyone should do as much cross promotion in real life as possible as well. Katie has found that while people are waiting on an oil change at Solomon’s Garage, it lends the perfect opportunity to send customers down to the Ice Cream Parlor, Sweetie Pie’s, Liberty Gathering Place, LT’s, the thrift store, etc, etc. Diana from Kara Lynn’s in the past has mentioned how this helps business to send customers to other local stops. It turns us from a one stop location to a destination. Hopefully some of our local businesses with large followings will be able to reach down and help newer businesses. We also discussed how newer businesses should reach out and learn from seasoned business owners. We considered having a workshop or mentoring sessions. Together we can lift one another up!

**Downtown Streetscape:** Nancy said she has been having some issues with flag pole holes, she is working with Holdrens to fix that. She also will get with Bob Rabenstein to order replacement bulbs for Christmas wreaths. Ryan said we will have another lunch meeting October 11 similar to last year where we will work together to replace bulbs in wreaths. Nancy said we can do that in the community room behind the library. Katie said she will get a sandwich platter from Subway and bring to the meeting. Ryan will check on the meeting time with Nancy so it will correspond with her lunch break. Nancy also wanted to follow up on the new benches. Mitch will price new benches and powder coating existing benches and let us know at next meeting. Mark Boyer is pricing signage for downtown and a mobile billboard. Katie will follow up with him on that.