**West Liberty Business Association –** Meeting Minutes

December 8, 2016, 7:30 a.m.

Sweetie Pie’s

**Present:** Officers: President Ryan Berry (Berry Digital Solutions), Treasurer Mark Boyer (Shine FM), Secretary Katie Neer (Solomon’s Garage), Members: Michelle Neer (MCC Thrift), Roberta Yoder (Bobbi’s Bungalow and Yoder Concrete), Margaret Hager (A Needle Pulling Thread)

**Christmas in the Village follow up:**

Mark Boyer provided a few returned mailings for the Luminary 5k. Katie will forward them to Mark Nelson so he can update his database. Mark Boyer is going to send bills to the sponsors for the 5k.

Katie followed up with Janet Young regarding the Church of God soup dinner at the firehouse prior to the parade. Janet reported that it was a bit slow, but good and her church was able to raise $660 for the Boyd family from donations for the dinner.

Margaret reported that the Santa time went good per Nancy Smith and also that the food truck had a great turnout.

The parade had 9 floats this year. The winners were as follows: 1st place – Lions Club, 2nd place – Curly’s Meats and 3rd place- Marie’s Candies. Greg Blaker was the Grand Marshall. There was a problem with announcing him during the parade. We will make sure that doesn’t happen next year. Next year we need to be sure to communicate with police ahead of time for the parade. We had never done that before but this year there was some pushback for lack of communication.

Ryan is still working on getting live Christmas music over the next month. Roberta said Alex Dye is organizing a caroling group for one evening.

**Website:**

Ryan and Chris are working with the Historical Society and the Lions Club on getting a link or a page on our website to help educate the public on various events and initiatives. Katie suggested they share with the group some of our age demographic data from the mywestliberty.com site.

Ryan & Chris will make sure [www.mywestliberty.com](http://www.mywestliberty.com) is updated over the break before we resume in Feb 2017.

**2017 Planning:**

We will need to have 3 “Save-the-Date” Postcards printed this year. One for spring (Spring Fling, Fire Sales, Memorial Day, Street Markets), one for the fireworks/Bicentennial, and one for fall (Fall Open house, Tour of Homes/Adriel Quilt Auction, Christmas in the Village). We talked about eliminating the Christmas Preview event possibly next year and focusing on open houses after the Christmas parade.

Ryan suggested that the Spring Preview could become a Beach Boys themed Spring Break type party with beach balls, Beach Boys music playing, etc. We need to add something to the Spring and Fall events to get more traffic downtown.

Street markets should be once a month and possibly be “rebranded” for next year. We should have food trucks each time and live music if possible.

**Bicentennial:**

It is our understanding the fireworks will be held in June but the Bicentennial is set for July. We should align these events if possible. Ryan will talk with Tami. We all need to link arms with Tami and help make the Bicentennial a success.

Roberta remarked that there is always some down time between the Lion’s fish fry and the fireworks and that is the perfect time slot for an event.

Several members would really like to put on a downtown dinner or farm-to-table meal in an alley or on East Columbus at some point during the Bicentennial with lights strung overhead. We could talk to the women owned meat company or have barbecue chicken or something.

**Annual Dinner Meeting:**

Ryan will ask Craig Hissong, the WLS school superintendent, to be our guest speaker this year. We will see if the new show choir could perform a musical number during the dinner. It will be held April 18, 6-8pm. Katie will talk to Rebecca Marker-Smith about holding the event in Foundation Hall at Green Hills again. Katie will work on the menu with Green Hills.

**Other:**

Ryan has commissioned Main Graphics to print the food truck and parking corrugated plastic signs. We approved printing 2-3 of each.

2018 Planning – Ryan suggested we come up with something for the January thru April time frame for 2018. This is a dead time in our yearly calendar. Katie said we could focus in on New Year’s, Valentine’s Day, or Presidents or MLK day.

**The next monthly meeting will be Thursday, Feb 9 at 7:30a.m. at Liberty Gathering Place.**