**Present:** Pres Ryan Berry (Berry Digital Solutions), VP Chris Anders (BDS), Secy Katie Neer (Solomon’s), Treas Mark Boyer (Shine FM), Members: Michelle Neer (MCC Thrift), Nancy Spragen (Library), Kristie Herlong (Dorcey’s), Dustin Gardner (3D), Kelsie (Logan Co Chamber)

**Christmas Wrap-Up:**

* Katie said there was great attendance at the Christmas in the Village event this year. Ryan reported that the flyers delivered home in all WLS elementary students’ backpacks seemed to be a good way to get the word out. Mitch and Dustin suggested we have parade entry forms and numbers next year at the parade line up. Mr. Pond did a great job announcing. Dustin reported there were about 20 floats this year. Nancy Smith was in charge of Santa and we assume no news is good news regarding that.
* All business association members are encouraged to shop the 12 Days of Christmas (see postcards at local businesses). Thanks to Kristie for organizing this. So far it has gone over well.
* Kristie is working on the New Years Eve dinner party at the Castle, she encouraged everyone to come out for a very formal 1800s six course meal with live music, etc. Purchase tickets at Dorcey’s. Dustin asks Kristie to share with local realtors.

**Christmas Brainstorming for next year:**

* Ryan suggested we really embrace the Christmas season next year by having light displays all over the town, especially in the downtown buildings so that West Liberty becomes more of an attraction for families to drive to and see. Chris suggested monetary awards for the best Christmas light window displays.
* This year, Katie, Kristie and Kristie’s dad wrapped the light poles with garlands on the west side of the street and Jack and Diana did the east side. Diana said they could do all of them next year.
* Ryan suggested we have a group meeting to decorate light poles and replace bulbs in wreaths next year on Nov 1st.
* Nancy Spragen suggested getting the reindeer for next year for the parade.
* Kristie suggested we hit after Christmas sales for large bulbs to add to garland on light poles.
* Kristie suggested we get more lights for the south tree. Katie said she will reach out to Doug Oelker and Lucia Ober about that.
* Kelsie suggested a living nativity for the Friday night.
* Katie suggested sledding at Adriel hill events.
* Mark suggested the business association use Shine FM’s 6x10 mobile billboard for Christmas advertising, etc.
* Ryan suggested a pop up ice rink for next year too.

**Other 2018 Brainstorming:**

* Kelsie said contact her and she will promote all events through the Logan Co Chamber that we’d like to share.
* Nancy Spragen said the Business Association can decorate the library window for the month of May.
* Kristie suggested a Winter Blues weekend/ Cabin fever weekend in the blah winter months to promote local shopping. Everyone loved the idea, and we will work to combine shopping specials with game nights at stores/restaurants / date night with babysitters at the Grove, kids can play legos or watch movies. Dustin Gardner suggested having attendcees dress in blue, etc. Feb 17 was tentatively chosen as the date of the event.
* Annual dinner meeting – We discussed having entertainment such as WLS show choir and a panel of speakers (potentially mayor, seasoned business owners, etc.).