

West Liberty Business Association Meeting Minutes

Thursday, November 9, 2023 at Mad River Farm Market, 5:30 pm

Attending:

Heather Chamberlain, President

Linda Vernon, Vice President

Brittany McElroy, Treasurer

Brenda Snyder, Secretary

Tami Cox, Member-at-Large

Jill McKelvey, Mayor of West Liberty

Andrew/ WL Historical Society

JD Harshfield/ Ohio Caverns

Anna Loudon, Logan County Visitor's Bureau

Call to order by President, Heather Chamberlain:

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

Secretary Report: Minutes read; motion to approve Tami Cox, 2nd by Jill McKelvey

Business of the Month: MCC Thrift Store was selected as the West Liberty Business Association December of the Month. There will be an award presentation on November 29th at 10 am. All members are invited to attend.

Mayor Jill submitted the 12 monthly winner businesses that will go up for a vote for Business of the Year. The voting is open to anyone this year, not just Association members.

Going forward, the WLBA board will now takeover the monthly selections. There will still be 3 member businesses selected every month and then put out for a vote from our members, but the Village Council will no longer be involved. We will also start buying the winning business a box of their selected candy from Marie's.

Events Committees updates:

Halloween Spooktacular- this event was very well attended again this year. Moving forward for this and any event that utilizes the trolley, we need to set up designated parking areas and provide a trolley route not only to the participants but also the drivers.

Snowflake Basket- The Snowflake Basket is now in the Library window on display. This year's basket has an approx.. value of \$725. Tickets are on sale at Theresa's Gingerbread House I & III, Heavens Dew, Country Friends, the Village office, and through Jake Vitt. Tickets are 1 for \$1 or 6 for \$5. The drawing will take place on Friday December 1. This basket is one of our many fundraisers we hold during the year.

November Library Window- Heather and Theresa's Gingerbread House has decorated the library window again this year.

Christmas Parade: Brittany is working on the final details for this year's Christmas Parade. The theme this year is "Light Up The Village". We will be having a special guest attend the parade and interacting with the crowd; the Grinch! Todd Woodruff will be returning as the Parade MC. We have a horse drawn carriage confirmed for Santa to ride on. We also have 2

food trucks confirmed; Buckeye Crepes and 3 Chick-a-dees. The Parade Grand Marshal and their family will be riding on the trolley.

Small Business Saturday: November 25th - We have received 25 bags from American Express that are specifically printed up for Small Business Saturday. We are looking for promotional items from member businesses to fill these bags. Please drop off to Tami Cox at Country Friends before Wednesday, November 22nd! This is a great way to advertise your business to town visitors on that day!

Christmas Tour of Homes: Heather will send an update later

Annual Dinner – Invitations went out. The date for the 2024 WLBA Annual Dinner will be January 18 at 6:00 pm. We will have a back up date for January 25 in case of inclement weather. Paul's Catering has been booked to cater the event. There will be a membership drive and social hour from 5-6pm. The Executive Board will work more on the details in the coming months.

New Officers for 2024- The Board Secretary position as well as the Member-at-Large position are up for re-election at the Annual Dinner. These are 3-year seats. If you are interested in nominating someone, please email Board President at wlba@mywestliberty.org.

Old Business –

501c3 Status- We are now a certified 501C3 Non-Profit Organization. Please see the attached letter. Thank you so much to Treasurer Brittany McElroy for taking on this huge project!

Membership Letter- The membership letter is ready to go out.

The **West Liberty Historical Society** is planning a 1920's Gala on Feb 17th, 2023. They are looking for 8 - \$1500 sponsors but will accept lower amounts. If interested, please get in contact with Malia Hughes.

Visitors Bureau- Discussion was had regarding running an ad in the 2024 Logan County Visitor's Guide. Linda made a motion to purchase a full page ad for an amount of \$950. Heather 2nd. Motion passed.

Mayor/Village Council Report –

The Village Christmas Lights contest will be held again this year. This year there will be a committee that will go around the village on the evening of December 13th to vote on all houses that have registered. <https://www.mywestliberty.com/christmas-lights-competition-registration-form.html>

2024 West Liberty Village calendars are now on sale for \$13 and are available at the Village office.

Please see attached information for the latest on the 2024 planning for the Solar Eclipse.

Linda Vernon made a motion to adjourn the meeting. Tami Cox 2nd. The motion passed.

Respectfully submitted,

Brenda Snyder

WLBA Secretary

Upcoming Monthly Meeting Dates

WEDNESDAY Dec 13 - Mad River Farm Market 5:30 P.M.

Jan 18- Annual Dinner Meeting