

## West Liberty Business Association Meeting Minutes

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

### Attending:

Heather Chamberlain, President	Brittany McElroy, Treasurer
Brenda Snyder, Secretary	Jake Vitt, Logan Lawn Care
Jill McKelvey, Mayor	Tami Cox, Member at Large
Cindy Oelker, Liberty Gathering Place	Ashley Shaffer, Liberty Gathering Place
Susan Shively, Boyer Bookkeeping	Jeff and Kelli Stoner, Stoner's Ice Cream Parlor
Anna Loudon, Logan County Visitor's Bureau Director	

Call to order by President, Heather Chamberlain:

**Treasurer's Report:** see attached: Tami Cox 1<sup>st</sup>, Cindy Oelker 2<sup>nd</sup>, approved.

**Secretary Report:** Tami Cox 1<sup>st</sup>, Brittany 2<sup>nd</sup>, approved as posted online.

**Business of the Month:** Civista Bank was February's Business of the Month. Logan Lawn & Landscaping/Jake Vitt was voted March's Business of the Month. There will be an award presentation on March 1<sup>st</sup> at 11am at Town Hall. Marie's Candy will honor Jake and feature his favorite candy and Stoner's Ice Cream Parlor will create a new sundae based on his candy choice;

**2023 Tri-fold Brochures-** Tami met with Elle A. Design. Current members will be listed on the brochure. The map in it needs updated. White Rabbit Tech is working on a new QR code and links that will be featured in the brochure. Business Owners need to make sure their Google listings are accurate and up to date because this is how the QR code will work.

**Events: Annual Dinner-**we were very pleased in the turnout for this year's annual dinner. We had 80 confirmed tickets.

**Luminary Run:** thank you to Roberta Yoder for placement of the luminaries for many past runs; Linda will contact the local Boy Scout Troop to request volunteers for next year. Brittany will get the luminaries from Heaven's Dew and get them stored in the community room in the back of the library.

**Hello Spring Event** – March 24<sup>th</sup> and 25<sup>th</sup>. We have a food truck confirmed for the 25<sup>th</sup> but are still looking for one on the 24<sup>th</sup> from 11-3. If you know of someone, please have them get in touch with Brenda Snyder or Tami Cox at [wliba@mywestliberty.com](mailto:wliba@mywestliberty.com).

**April 1<sup>st</sup> and 2<sup>nd</sup>** we will have an Easter Bunny in the village. Serina Ann Photography will take pictures. Details are still being worked out for times and places.

The Lions Club Pancake Breakfast will be April 1<sup>st</sup> from 7am-11am at the Fire House.

The Egg Hunt will be April 2<sup>nd</sup> at Lion's Park. The egg hunt will be broken down by age groups.

**Summer Street Market and Car Show-** Saturday June 24<sup>th</sup>, 11am-7pm. We are still in need of vendors for the street market. We are also looking for additional committee members for this event. Please consider volunteering for this or any other event committees. It takes many volunteers to make these events successful and when they are successful, we all succeed. We are looking for Boy or Girl Scout troops who would like to help with trash for this day.

**Summer Garden Tour** – July 15th. Jake Vitt is heading up a new event this year! If you would like to help, please let Jake know. All details are still being planned.

**WLBA Event Coordinator:** explore the suggestion of a Coordinator to represent WLBA and oversee events as well as develop volunteer committees, establish working relationships with other organizations and both Chambers. If anyone knows someone who may be interested in this position, please have them get in touch with Heather or Linda at [wlba@mywestliberty.com](mailto:wlba@mywestliberty.com).

### **New Business-**

It was voted that we would not use WPKO for advertising in 2023. We are researching possible new marketing options that will provide a farther reach.

It was also noted that we will return to having all WLBA meetings on the 2<sup>nd</sup> Thursday of each month. These are the times, dates, and locations for the next several meetings.

March 9 - LGP 5:30 P.M.

April 13 - Farm Market 5:30 P.M.

May 11 - Farm Market 5:30 P.M.

June 8 - Sweetie Pies 7:30 A.M. (This is the meeting before the Street Market and Car Show)

July 20 - Farm Market 5:30 P.M (The week before is the Logan County Fair)

Aug 17 - Farm Market 5:30 P.M. (The week before is the Champaign County Fair)

A joint venture between WLBA, West Liberty Lion's Club, and the village is being looked into. Jake Vitt provided information about the purchase of a trolley wagon formerly owned by the Columbus Zoo.

Civista Bank serving ice cream on 18th from 3 to 5 as business of Month. Guests will have an opportunity to win a gift card and we will hand out a limited amount of free kids cones.

Cindy Oelker has sold the Liberty Gathering Place. The new owners are Eric and Ashley Shaffer. The sale should be final by March 1. Cindy will stay on for now still making pies for them. Congratulations Cindy!

**Village Information:** The Community Reinvestment Areas allows businesses (and residents) to make improvements to properties and then receive some relief from increased taxes for a certain amount of years and a percentage. Exterior improvements that increase value of property by an amount set by Logan County Auditor. More information can be obtained from Clerk's office.

We are in need of sponsors for the videos we have been taping that allow them to be edited and uploaded to our mywestliberty.com website. Currently seeking sponsorship for Middle East veterans and the Stories of the holidays shared by some of our elderly residents. If interested please reach out to Ryan Berry at Berry Digital Solutions.

We are moving forward with the Aggregation for both gas and electric. We should have some rates to share by May. If your small business is currently in a contract with a gas or electric provider, then you will want to pay attention to the Town Hall sign, newsletter, or contact the Clerk's office in order to see what rates we are proposing. By law we cannot contact you if you are in a contract with another provider but you may opt into the aggregate at any time. You will need to see if there is a penalty for leaving your contract early. If you are not in a current contract then you will receive information in the mail. Questions please contact Mayor Jill at [mayor.mckelvey@mywestliberty.com](mailto:mayor.mckelvey@mywestliberty.com) or the Clerk's office at 937.465.2706

If you live or your business is outside of the Village but you are in Logan County then the gas aggregate will still be an option for you.

We still have 2023 Village Calendars. Please contact Jayne Griffith to get calendars to hand out with every sale from your business. AND there are still gold, silver, and bronze sponsorships for the 2024 calendars. Jayne can be contacted at [j.griffith@mywestliberty.com](mailto:j.griffith@mywestliberty.com)

Other: be sure to attend any of the monthly Chamber 1<sup>st</sup> Fridays in Champaign and Logan Counties to share and promote your business, discussion with Ohio Caverns for way-finding signs designating the village, shopping, dining and services, information shared regarding possible billboard promotions in the future.

Respectfully submitted,

Brenda Snyder

WLBA Secretary