

West Liberty Business Association

Thursday, August 8, 2019 7:45 am @ Liberty Gathering Place

In attendance: Mitch Lingrell (LT Uniquities,) Ronda DeLeon (Holdren Brothers,) Roberta Yoder (Yoder Concrete Construction, LLC,) Tami Cox (Country Friends of Ohio,) Lydia Hess (Logan County Chamber of Commerce,) Shawnda Henault (Sertell Chiropractic,) Katie Neer (Solomon's Garage,) Michelle Neer (MCC Thrift Store,) Chris Anders (Berry Digital Solutions,) Cindee Boyd (Village of West Liberty,) Lindsey McGlone & Chelsea Bray (Elle A Design)

Roberta read the minutes from the meeting on July 11th. One change noted that the Marketing Committee met at Sweetie Pie's, not LGP. An update on the **Christmas Wreaths** – six are being purchased by West Mansfield with the remainder going to Mount Victory. It was noted that a few members did not get the email of the meeting location change and went to Holdren Brothers this morning. Roberta will put reminders and notices on the WLBA Facebook group in addition to emails.

Summer Street Market review – Overall it was a good event and a great opportunity to build on for next year. The Events committee has decided to do this type of event each 4th Friday next year from May through October. Michelle asked if the retail stores need to stay open late. Mitch said it would be up to each store to decide. Mitch said that a few confirmed vendors did not show this year. Katie suggested that the registration fee be collected in advance, and Tami also suggested that we give a discount if vendors agree to the entire year.

Labor Day Festival – Brenda created an online sign up page for volunteers for the WLBA booth. Please sign up. We discussed flyers to distribute as people are parking. It was decided to have an 8 ½" x 5 ½" design printed two sided with a downtown West Liberty map and the Fall/Christmas save the dates – 5000 copies – to be distributed. Someone suggested reaching out to student groups to help with the distribution, specifically NHS students who need community service hours. Roberta will contact Surena Neer on this.

Christmas Committee – Mitch will send a letter to groups including churches reaching out for entries in the parade. Downtown lighting was discussed. Roberta is working on meeting with Bob Rabenstein to discuss the logistics of how the crisscross lighting would work to make sure it is feasible before actually placing the order. It was determined that if we have the proposed lights on during the Christmas season, it would use approximately \$40 of electricity. Tami C reviewed the schedule for Christmas in the Village. Instead of a Santa this year, they are considering having an elf. Roberta said she has an elf costume that can be used.

Marketing committee – proofs of the updated brochure, banners and Fall/Christmas save the date rack cards were reviewed and discussed. Katie suggested we add Markin Farms Airbnbs to the lodging option and also add Cave Adventures. It was decided to order 2500 brochures to start, 2500 Fall/Christmas rack cards and 5000 (2500 8 ½ x 11 cut in half) Labor Day festival flyers. It was suggested that we also get pricing for the banners at Streamline to compare costs. Katie said she would check the size of the current banners. Radio advertising was discussed with either ShineFM or WPKO. Ronda shared from her experience as a radio advertising sales person. Katie will contact Stacy at WPKO to see if she would

come to our next meeting. The marketing committee will continue to work on advertising for upcoming events, way signs and bike path signage.

Lydia from the Logan County Chamber asked if we would be willing to donate to the Simon Kenton Bike Path and they would include us in the press release with other donors. It was suggested to also reach out to the Lions Club. No decision was made.

Yearly planning was discussed. It was suggested that we have a planning meeting with someone to guide us through our processing. Ronda offered to put a planning calendar together for events and back out when marketing needs to occur including publication lead time.

Events and Marketing committees discussed when their next meeting time would be. Directors also discussed meeting separately, date TBD.

Next meeting is on Thursday September 12th at 7:45 am at Holdren Brothers.

Roberta Yoder
Secretary