

West Liberty Business Association

Thursday, February 11, 2021 at Liberty Gathering Place

In attendance: Mitch Lingrell (LT's Uniquities,) Roberta Yoder (Bobbi's Bungalow,) Linda Vernon (Vernon Farm,) Katie Neer (Solomon's Garage and Neer & Farm,) Alex Nicholson (Salon 1926,) Stacy Rees (Neer and Farm,) and Jill McKelvey and Al Hyland (West Liberty Village Council), Lance Troyer (Country Legends), and Kathy Lattimer (V-Tech Communications)

Business items:

There was no financial report, but there would not have been much change.

Roberta read the minutes from the January meeting. No corrections. Mitch moved to accept the minutes as written. Katie seconded it. Motion passed. Mitch stated that Macky's Health store will not be coming to West Liberty now as planned until further notice. Alex confirmed this.

Membership – Mitch will get with Roberta to finalize the letter, invoice and sponsorship opportunities and begin contacting businesses.

Lance Troyer from **Country Legends Concert Series** introduced himself and the concert that will be held at Lions Park during the West Liberty Labor Day Festival headlining John Michael Montgomery and an exciting TBA co-headliner along with other country artists. He thought it would be great if the WLBA would be a general sponsor for \$1000 to get the mywestliberty.com website on their material so people coming to the concert will be able to connect with area businesses and resources. They are expecting around 6000 people and reach extends from Toledo to Middletown. Mitch moved that we do the general sponsorship for \$1000. Katie seconded. Linda asked if council would be willing to share the cost. Jill said she would take it to council and ask for that. Motion passed with council's financial assistance. If anyone has questions, they can contact Lance at lancetroyer@yahoo.com (flyer attached)

Kathy Lattimer from V-Tech Communications presented their **Shop Local First Campaign** that has been very well received in Bellefontaine. It has been running for about a year, and they are renewing it for 2021. The ads run on WPKO and The Drive, and each business gets a minimum of 50 produced commercials on each station per month from Mar 1 – February 28, 2022 for \$799. She is hoping to get West Liberty businesses to run ads to focus on shopping local in West Liberty. A couple of businesses have already expressed strong interest. Anyone interested should contact Kathy. (info attached)

Jill McKelvey and Al Hyland reported for the **West Liberty Village Council**. They are going to change downtown parking signs to restrict parking on Detroit Street between Baird and Columbus and the spots north of Town Hall to two hours only, twenty-four hours a day. It will be up to building owners to get creative and find parking for the tenants and employees. She suggested getting with churches and seeing if they will allow parking in their lots for a donation. Or come up with other ideas.

They are working on a snow ordinance. All downtown businesses need to contact Cindee Boyd at the village office to get onto their alert system if they are not already. Moving forward, they are asking that snow be placed in the street, and the street crew will remove it from the street. Mitch commented that the sidewalks on Baird Street towards his store were not taken care of, and he did was he was told from

last year. Al said he is aware there was a problem, and they are working to correct it. Jill stated that snow can be placed on the old tennis courts behind the old school if they have a way to get it there. There was discussion on options of making snow removal easier for all.

Bike path update - they will need a large map of the village and shops/restaurants, etc. for an enclosed sign at the park off the bike path with a QR code that would put the map in their phones. WLBA already has a map and is working on an update. Council is going to paint 82-86 tiger paws on the streets leading from the bike path to downtown. A water dispenser was installed by the restrooms at Town Hall, and a port-a-jon will be installed at the bike path area. They plan to paint the silo black and put a tiger paw on it to stand out. Advertising is available on the bike path side of the building for \$150 a year after the initial set up. Contact Cindee Boyd for more information (see attached flyer)

Events committee – Linda gave an update. The health department still has not approved the event on the 26th at The Grove. Linda asked if we could boost the Fit-Fun Friday event for \$50 if approved by the health department. Mitch and group agreed to that amount. Rack cards need done for the year, but the year needs planned and set before they can be printed. Upcoming plans include events on the Fourth Friday of each month except in May the event will be held on the 21st to coincide with the Fire Sales since they were moved. Ideas included vendor fair, farmer fair, ice cream social walk, and s'more walk with firetrucks for kids. Some events will coincide with activities at Piatt Castle Mac-A-Cheek. They are also working on getting bus tours.

Mitch moved to adjourn the meeting. Katie seconded it.

***Next month's meeting is on Thursday, March 18th at Liberty Gathering Place.**

Roberta Yoder
WLBA Secretary