

## West Liberty Business Association

Thursday, July 11, 2019 7:45 am @ Holdren Brothers

**In attendance:** Mitch Lingrell (LT Uniquities,) Ronda DeLeon (Holdren Brothers,) Roberta Yoder (Yoder Concrete Construction, LLC,) Tami Cox (Country Friends of Ohio,) Haley LaBatt (Logan County Visitors Bureau,) Nancy Spragen (Logan County Library,) Hollie Pope (Sertell Chiropractic,) Katie Neer (Solomon's Garage,) Kelly Wilson (Sloan Insurance,) Michelle Neer (MCC Thrift Store,) Chris Jones (Jones Country Store,) and Bob Griffith (West Liberty Zoning)

**Bob Griffith**, West Liberty Zoning Officer, was our guest today to help us understand the process of setting up a new business and answer questions we have on signage. He has rules and guidelines he has to adhere to from not only the village but also the State, being on a state route, and from the County. There are different rules for businesses, home based businesses and manufacturing facilities. He also takes into consideration how the sign may benefit the community. We discussed the sandwich boards and rules behind them, plus discussed our plans for the way signs/directional signs. Bob said he would put together something for us to include in our packet for new businesses. Dodge Park was discussed as a prime location for directional signs due to the number of visitors we get down Columbus Street for ball games. It is a busy street and needs to be better maintained to showcase our community to those visitors.

Roberta read the minutes from the meeting on June 13th. No changes were made. Mitch gave an update that Mt. Victory still has not responded about possibly purchasing the **old Christmas Wreaths**. **Crisscross lighting** – The following businesses have pledged or paid toward the lighting: Elle A Design, Green Hills Community, LT Uniquities, Holdren Brothers, MCC Thrift, West Liberty Library and the Liberty Gathering Place, with People Savings and Loan offering to pay whatever the balance may be.

Mitch shared a list of confirmed vendors for the Summer Street Market. He found out that to have a farmers market, you need to be registered and each vendor also needs registered.

Haley LaBatt from the Logan County Visitors Bureau reported that they are a great resource for us to promote events and for marketing dollars. She told us about their **summer Shop Hop** planned for July 26-28<sup>th</sup> where shoppers get a passport of participating businesses in Logan County, and they get their passport stamped for visiting and another stamp for purchasing from one of the businesses. If they get 13 stamps, they get a chance to win a \$100 Chamber Check. If a business wants to participate, they need to connect with Haley by July 16<sup>th</sup>.

She also reported that the Logan Co VB is also investing approximately \$6000 in a new marketing video similar to one that Darke County recently did. They will capture various locations throughout the county. She suggested that we use hashtags #locofun and #ohiofindithere on our social media posts and share posts to get numbers up. A local photographer also took some great photos of Marie's Candies and West Liberty that are being used on the Logan Co Visitors Bureau social media pages. Please also share those too.

**Labor Day Festival** – Location of the WLBA booth was discussed. It was recommended we try to get a booth next to a WLBA member booth, such as next to LT Uniquities. Mitch will follow up on this. Tami Cox already asked to see if there was space next to her in the tent but there is not. Haley asked if there

were any photos of the Labor Day Festival they could use, and Katie suggested he look up Jim Hoffman's Facebook page. She said he had given permission in the past to use his photos.

Michelle stated that there used to be a speaker at the north end of the block for the music she transmits. The speakers on her building only cover a small portion of downtown. Someone suggested that Dale Esh is the person to speak with.

Roberta brought up that the cable for banners needs repaired. Katie said she would reach out to Bob Rabenstein about that, and also about how to put up the crisscross lighting.

The **Events Committee** set a date to meet to begin planning out the remainder of the year. They are meeting on Wednesday, July 17<sup>th</sup> at 8am at Sweetie Pies. The Events committee includes Tami Cox, Mark Boyer, Brenda Snyder, Kristie Herlong and Michelle Neer.

The **Marketing Committee** set a date to meet. They are meeting on Thursday, July 18<sup>th</sup> at 8am at the Liberty Gathering Place. Committee members include Katie Neer, Ronda DeLeon, Haley LaBatt, Ryan Berry, Chris Anders and Lindsey McGlone.

**Next meeting is on Thursday August 8<sup>th</sup> at 7:45 am at Holdren Brothers.**

Roberta Yoder  
Secretary

\*Thank you to Mitch Lingrell and Ronda DeLeon for providing coffee and donuts!