

## **West Liberty Business Association**

**Thursday, July 9, 2020 at 7:45am at Liberty Gathering Place**

**In attendance:** Mitch Lingrell (LT's Uniquities,) Ronda DeLeon (Holdren Brothers,) Roberta Yoder (Bobbi's Bungalow Guest House,) Lydia Hess (Logan County Chamber of Commerce,) Jon McCutcheon (Supply Chain Tech,) Tami Cox (Country Friends of Ohio,) Chelsea Bray (Elle A Design,) Linda Vernon (Vernon Farm,) Tricia McCutcheon (Wicked Thrift,) Natalie Frueh (Sertell Chiropractic.)

### **Business items:**

**Finance report:** Jon distributed a balance sheet. Jon and Mitch met to review the budget and are looking for ways to streamline the budget and reduce costs where it makes sense. Jon stated that he did not understand how much time is being spent on the website to justify the cost. He also found a check written to Rabenstein that he thought might have been to install the lights and wanted to look into this. (Roberta later in the meeting clarified that the check to Rabenstein was to repair the cable and attachment for the banner.) There was discussion about using local businesses versus being fiscally responsible. A meeting will be scheduled with the board to review the website and expenses with Berry Digital. A budget committee will review expenses and set a budget for the year.

**Secretary's Report:** The minutes to the May meeting were read by Roberta. Mitch updated the group that he has left three messages for Dr. Dave Smith about possibly installing the lights but has not heard back from him. Tami asked if we could hang them between light posts. This will be reviewed again to see if we can get lights up that were purchased last year. Volunteers for this would be helpful.

**Waysigns update:** Ronda presented a revised design by Holdren Brothers for the waysigns. The cost per signpost is estimated at \$581 depending on final design decision. Ronda was not sure if that included painting them. The location and number of signs was discussed. It was decided that we need three downtown on alternating corners of Baird, Columbus and Newell, one half sign at Dodge Park, and two half signs at Lions Park. It was discussed whether we need one at the entrance to the bike path since other signage will be there. Tami thought we needed one for consistency. Natalie suggested that we start with the three downtown this year and put others up later as budget allows. It was suggested to ask the Village, Lions Club and WL Ball Association to help with the funding for them. Chelsea brought up that the current design for each business sign is 4" x 18", and 4" is very shallow for a round or square logo and suggested they be closer to 6" high. She will work on a draft design for review.

**Events Committee:** Four vendors are confirmed for all four Fourth Friday events including July's Summer Street Market. There are about 35 additional forms out waiting to come back in. Kevin Ashba has confirmed for Friday entertainment for three hours for \$250. Dylan Glunt, a local teen, will be playing piano on Saturday for \$25 plus a tip hat. They are still seeking entertainment for Saturday. Tim Lamb gave a quote for his DJ and photo booth for \$350 for 4 hours. Eight porta jons and one hand sanitizer station have been ordered for the weekend. Mitch will ask council if they will help with the cost of the porta jons. Tami filed an event form with the village at a cost of \$50, which allows food trucks to attend without filing their own permits. Mitch thought Vic's Country Kitchen, who comes for the Fire Sales each year, would be coming. Tami said she would confirm this. Fresh Harvest is confirmed. WLBA does not

require a fee but asks food trucks to give a donation to the Association. Vendors, food trucks and entertainment are also still needed for August & September fourth Friday events.

Advertisement has included WPKO, ShineFM, Tourism Ohio, Champaign Works Blog, and they will boost it on Social media. Other ideas were suggested including using sponsors for the events.

It was suggested that Lane Boggs be contacted to see if he would be willing to plant and maintain the planters downtown for advertising.

Shelly Gier is opening a store in the storefront previously held by Nelson Insurance. Mitch said she is planning a soft opening for the weekend of the Summer Street Market. She is selling primitives, antiques and home décor.

**\*Next month meeting is on Thursday, August 13<sup>th</sup> at 7:45am at Liberty Gathering Place.**

Roberta Yoder  
WLBA Secretary