

West Liberty Business Association

Tuesday, April 30, 2019 7:30 am @ Holdren Brothers

In attendance: Mitch Lingrell (LT Uniquities,) Ronda DeLeon (Holdren Brothers,) Katie Neer (Solomon's Garage,) Roberta Yoder (Yoder Concrete Construction, LLC,) Ryan Berry (Berry Digital Solutions,) Chris Anders (Berry Digital Solutions,) Kelly Wilson (Sloan Insurance,) Kate Wilks (Hickory Medical,) Shawnda and Hollie (Sertell Chiropractic,) Michelle Neer (MCC Thrift,) Mitch (Historical Society,) Tami Cox (Country Friends of Ohio,) Kristie Herlong (Dorcey's Flowers,) Brenda Snyder (West Liberty General Store,) Lydia Hess (Logan County Chamber,) Lindsey Levy and Charlotte (Paw Spa.)

Previous minutes were not reviewed due to the transition in leadership.

Fire Sales: Katie confirmed that porta jons are ordered and will be placed in the same places as last year by Kelly Septic – Bethel Church, CT Communications, Thomans IGA and Tiger Hut. It was suggested that we put something on the Lions Club sign by CT to promote mywestliberty.com to get people to come back to town for events. This worked well last year. Kristie thought she had banners from before, and someone thought Mark may also have some.

Committees:

Beautification Committee – Downtown planters were planted by Alycia at Hillside Greenhouse for a cost of \$278. She will not do it again if they are not watered consistently. They each need 2-3 gallons of water every other day. Mitch offered his 55 gallon watering tank. Kelly offered to help on the committee. Ronda said Holdren Brothers would also help. We could still use another person to help make sure the planters are watered to keep them thriving.

Membership Committee – We need three people on this committee. Roberta will be on it. Shawnda from Sertell offered as well. Roberta will get a list of current paid members from Mark. Mitch will also help follow up with downtown businesses. If you have not yet paid, please send your check to the WLBA, PO Box 684, West Liberty, OH.

Marketing Committee – Includes Ryan, Chris, Lindsey, Ronda and Kristie. Signs were discussed and will fall to this committee to come up with a plan and budget numbers for review. It was suggested that someone speak to Tim at Ohio Caverns on coordinating with their way signs.

Retail/Downtown Committee – Mitch will be on this committee.

Events Committee – Kristie reported that she, Brenda, Tami, and Katie had already met for brainstorming. It was suggested that Mark Boyer be the leadership person on this committee.

We discussed the **Labor Day Festival** and the booth we had at the park. The cost to the Lions Club for that space is \$75. We were told if we do not man it and keep it from blowing around, we would not get the space again. Kristie offered to set it up. Tami also agreed to manage this. We had previously discussed a giveaway/raffle/silent auction. They have not discussed this further. We were reminded that we talked about a flyer to put on vehicles in the parking lot or passed out as people parked to encourage festival goers to visit downtown West Liberty.

Fireworks are on June 29th this year. Nothing definite was planned for this weekend at this time.

Fall Preview was discussed. A suggestion was to have it later in October to separate it more from Labor Day weekend, but for the home décor retail shops, that is too late in the fall season, and they would be gearing up for Christmas. Kara Lynn's has a following and has her fall event the weekend after Labor Day, so we have followed her lead on this.

We discussed bringing back the Home Tour and possibly having it as a Christmas tour. Tami, Kristie, Brenda and Katie will work on this.

Christmas Committee – (a subcommittee under Events) Kristie suggested that we have a Christmas in the Village promotion during each weekend in November leading up to Black Friday, followed by the Home Tour the next weekend. The committee will continue to process this idea.

Previously we discussed crisscross lighting downtown above the street. The cost is almost \$900 and not something the business association can take on. Mitch suggested that 10 businesses contribute \$89 each to make it happen. If you are willing to pledge money for this, let Mitch know or send a check to PO Box 684 and designate it to "Crisscross Lighting."

Mitch encouraged downtown businesses to consider being open on Sundays, especially on special weekends to help promote the community. He also encouraged everyone to continue to cross promotion of other's businesses. He knows it is working.

By-laws: Roberta will review the existing by-laws and other member recommendations to create a draft. Other leadership team members will forward their recommendations to Roberta for review as well.

Next meeting is on Thursday June 13th at 7:45 am at Holdren Brothers.

Roberta Yoder
Secretary