

West Liberty Business Association

Thursday November 12, 2020 7:45 am at Liberty Gathering Place

In attendance: Mitch Lingrell (LT's Uniquities,) Roberta Yoder (Bobbi's Bungalow,) Jon McCutcheon (Supply Chain Tech, Linda Vernon (Vernon Farm,) Katie Neer (Solomon's Garage), Lydia Hess (Logan County Chamber,) Gary Weaver (Civista Bank), Jayne Griffith (WL Village Council), Cindee Boyd (WL Village)

Business items:

Roberta read the minutes from the October meeting. Mitch announced that Linda Vernon had been selected as the new Vice President of the Board to replace Ronda DeLeon. Jon read the finance report. Both were moved and accepted as read.

Mitch and Roberta updated the group on the status of the **lights**. After Veterans Day, the veteran banners will be removed, and the snowflakes will go up. Bob Rabenstein will get the lights plugged in then also using extension cords for this season. More permanent outlets will be installed in the spring.

Christmas Preview update – There are 9 or 10 spots filled of the 20 allowed. The Luminaria Race has been cancelled. Mitch reached out to WL-S to see if the Marching Band could participate and he is waiting to hear back from Kraig Hissong. Everyone in conjunction with the parade must wear a mask, including set up, announcing etc. Help is needed for the parade line up since it will be spread out more this year and signs will need to be posted.

WLBA has spent \$1300 on radio ads with WPKO for the **Christmas in the Village** events to help bring business to town. Ads are also running on 106.9 and ShineFM through their community calendars. Mitch moved that if the Governor shuts down the parade and Christmas events, we move the paid ads to a Public Service Announcement encouraging everyone to wear masks and social distance while shopping and to shop local in West Liberty. Katie seconded it. Motion passed.

Christmas Home Tour – Katie reported that last week she had five houses for the tour but one has back out and another is on the fence. It was suggested to include the community with decorating their homes and have a contest for the best decorated house. Advertising and flyers were discussed. It was decided to put a poll on Facebook and put the street address in the comments. Jayne mentioned that she would love to see more luminaries throughout town again. Katie is working on getting pictures of the homes for the tour. Gary Weaver offered using Civista bank as a spot to purchase Home Tour tickets and suggested Peoples also since most everyone goes to the bank. They will be offered at the Town Hall. They will be presale.

Family Day is 12-2 on Saturday the 14th. Katie has delegated getting the backdrop put up. Roberta has the goodie bags to put together for the kids.

Girls Day Out – Stephanie Moxley wants to do spray tans. It was suggested to create a festive mask contest using the hash tag #WLGirlsDayOut. Chelsea will create the promotional material.

Open Houses on November 7th – people reported that the day went well. Mitch was a lot busier on Saturday. Katie said her new pop up store was busy.

New Business:

Linda presented ideas for winter and spring events suggesting one day being a healthy and fitness day in January. Mitch suggested the Events Committee explore these ideas further. Locations included using The Grove again. There would be room for five vendors with social distancing.

A WLBA member emailed concerns about WLBA events not stressing health issues. Each event has been approved in advance by the Logan County Health Department and this has not been promoted to everyone. This member also suggested that the WLBA do more with promoting members online instead. This thought was explored. Roberta said she had asked members via email to send her promotions that she would promote but she only heard back from one business. It needs to be stressed that it can be a general announcement about what is going on – not just a promotion. Linda suggested we feature a business in a member spotlight. Roberta said she would work on it. Katie has some past information to share.

Mitch gave Chelsea a shoutout on the awesome job done on the library window. Chelsea suggested that the trees be auctioned off and the proceeds be given to the Soteria House in Bellefontaine, a women's shelter. Everyone agreed it was a great idea.

Gary asked about doing a farmer's market. Mitch said it is a challenge to not conflict with Urbana and Bellefontaine markets. It was suggested to revisit the idea for next year.

Katie said that Chris Jones from Jones Country Store is working on getting bus tours into West Liberty. Parking is always an issue. Jayne suggested reaching out to churches in town to park the buses. Restrooms at the Town Hall are push button open so this helps with concerns from the Bus Tour companies.

Cindee reminded everyone to bid on the Christmas Trees and help promote them. The auction runs through the Friday after Thanksgiving.

Cindee reported that she got an email from a lady concerned about businesses not having ramps to get a wheelchair into stores. Businesses need to keep this in mind.

The Logan County Chamber of Commerce and the Village of West Liberty have grants available for small businesses. Lydia will get information to Roberta to send out in an email to everyone. It is part of the CARES Act money. Either \$3500 or \$5000 is available depending on the number of employees.

Mitch moved to adjourn. Gary seconded it.

***Next month's meeting is on Thursday, December 10th at Liberty Gathering Place.**

Roberta Yoder
WLBA Secretary