

West Liberty Business Association

Morning meeting - Thursday, October 9, 2019 7:45 am @ Holdren Brothers

In attendance: Mitch Lingrell (LT's Uniquities,) Ronda DeLeon (Holdren Brothers,) Roberta Yoder (Yoder Concrete Construction, LLC,) Tami Cox (Country Friends of Ohio,) Lindsey McGlone (Elle A Design,) Nancy Spragen (Logan County Library,) Jonathan McCutcheon (Supply Chain Technologies,) Chris Jones (Jones Country Store,)

Roberta read the minutes from the meeting on September 12th. No changes were noted.

Lindsey and Chelsea will be taking care of the **library window** in November. They have a design ready.

Tami Cox updated us on the **Christmas in the Village** events. They are working on having food trucks each weekend of events along with the following activities. Stores are encouraged to run specials, provide coffee, cider & cookies, or come up with other promotions and activities.

Nov 1&2: Christmas in the Village Open House – Various vendors will be set up at The Grove.

Nov 9th: Family Day – There will be cookie decorating, candy canes and photography with Mrs. Claus and an elf at The Grove (by WLBA.) They are working on getting a live nativity but nothing is confirmed yet.

Nov 16th: Girls Day Out – Tim Lamb (Blue Lamb Productions) will be setting up his Simple Photo Booth for ladies photo shoots. In the afternoon there will be two different crafts available. One is a JOY picture frame and the other is making Christmas tags. Each session is \$20 and includes coffee and sweets from Sweetie Pie's. Other ideas include spray tans and chair massages yet to be determined. More information will be posted on Facebook soon.

Beginning **Saturday, Nov 23rd thru Friday Nov 29th** merchants are asked to give out **raffle tickets** for the chance to win a **Snowflake Basket**. This basket is full of items and gift cards from local shops. Each person that enters your store can receive one ticket. If they make a purchase, they can receive an additional ticket. We discussed the option of allowing tickets to also be purchased. Not sure the decision?? (There are no specific events planned on the weekend of Nov 23rd so stores can prepare for Black Friday and Small Business Saturday.)

Nov 30th: Small Business Saturday – The WLBA will be at The Grove with gift wrapping and possibly hand craft vendors. Roberta will contact Misty Jones for her suggestion on vendors and someone to head this up. Swag bags and passports to take to each location is also in the works.

Luminary Race & Luminaries – Roberta has the luminaries covered. Some students from FFA will be helping this year. Mark Nelson has been contacted and will be making race registration available mid-October.

Christmas Parade – Nov 29th at 6:30pm Judges include Lydia Hess and Haley LaBatt from the Logan County Chamber and Kraig Hissong from WL-S Schools. Mitch met with Mr. Hissong about encouraging student organizations to put floats together. We will award prizes to the top three entries in the parade

plus an additional prize for the top youth float, awarding them with a pizza party at Tiger's Den. Tiger's Den will pay for half of the party and they have asked that the WLBA pay for the other half. Dr. Harry Graber has been selected as the Grand Marshal and John Pond will be announcing again. Mitch said they will have a moment of silence out of respect for the passing of Willy Yoder. Bob Rabenstein will put his bucket truck in the alley again for lighting. Police and Fire Departments are on board with it. Mitch is working on contacting someone with horses and a carriage for Santa to arrive in.

Christmas lighting – Mitch has gotten conformation from all building owners except two so far to allow LED lights to be attached to the rooflines of the downtown businesses. We decided to go ahead with the order. Roberta will get with Cindee on this.

Snowflakes – it was requested that the snowflakes and garland be installed as soon as possible so they are up for the first weekend of November. The Christmas in the Village banner also needs to be put up. It was asked if the previous brackets will work for the snowflakes. Roberta said that Bob was going to look at them when she talked to him a month ago. She will follow up with him. Mitch will contact Diana at Kara Lynn's to see if she will put up the garland again.

Wayfinding signs – Mitch is contacting someone about the poles for the wayfinding signs. He suggested that we make sure they are installed by Fire Sales 2020.

There was a discussion about liquor licensing in West Liberty. With Chris's help it was determined that even though Liberty Township is dry, the village is not. It would be up to a potential business who wants to obtain a liquor license to go through council to obtain permission.

Bike path update – The bike path is chip and seal now from Bellefontaine to Urbana so it is much easier to ride and walk. Roberta met with some council members and a member of the Simon Kenton Pathfinders to discuss ideas of getting West Liberty more connected with traffic on the path. Council is working on signage and better access to the path via the property by the recycling center. They are considering restrooms, water station, bike repair station, a shelter area and potentially camping at Lion's Park. We discussed the need for bike racks downtown for shoppers. Council has asked if the WLBA will split the cost of a weather proof bulletin board that will hold the map of village and events. An option was given to us from the council and after discussion, it was decided that we would like to see three bids for this before we agree to half of the cost. We felt there are less expensive options out there. Jon offered to do some research on bulletin boards. Roberta will follow up with Cindee then.

Brad Hudson asked if the WLBA would sponsor the Bellefontaine Rotary Pancake Breakfast on November 3rd. Proceeds go to youth scholarships that support kids in our community. We decided to do a \$100 sponsorship and ask if they would distribute the orange flyers promoting our Christmas events.

Tami Cox offered to put the West Liberty flyers in bags at her holiday stores at Polaris and Tuttle malls. We thought it was a great idea to generate traffic from the Columbus area.

Mitch suggested we have day in the spring for a cleanup day right before Fire Sales. It was expanded to possibly holding a community cleanup day. Mark said that United Way has a cleanup day in May and maybe we can coordinate with Dave Bussco.

Roberta mentioned that there was a bus tour in town on Tuesday and wondered if anyone was aware of it in advance or took note of what company it was. Had we known in advance, we could have planned something special for travelers. Roberta reached out to Haley at the LC visitors bureau and she was not aware of it either. From what Diana at Kara Lynn's told Roberta, it was a tour bus out of Toledo on a Mystery Tour. They went to the castle, ate and shopped downtown and went to another location (probably Ohio Caverns?) Roberta searched online and left a message with Lakefront Lines in Toledo to see if we could coordinate with them. Chris Jones said that they had reached out to Eagle Tours out of Fredrickstown and came up against their requirements for multiple restrooms and accessibility requirements as a stopping block. Someone suggested reaching out to Janey Siler with Touch of Country in Mt. Victory.

We discussed having carolers throughout town during Christmas in the Village events.

Meeting was adjourned.

Evening meeting – October 10th at 6:30pm at Liberty Gathering Place

In attendance: Mitch Lingrell (LT's Uniquities,) Mark Boyer (ShineFM Ohio,) Roberta Yoder (Yoder Concrete Construction, LLC,) Tami Wenger (Project Teddy Bear,) Dana Kaufman (Michael's Pizza)

Mitch reviewed items from the morning meeting. Mitch elaborated on how we were **promoting events** to include mywestliberty.com, Facebook, area community calendars, Logan and Champaign County Chambers & Visitors Bureaus, Urbana Daily Citizen community calendar and their affiliates, West Liberty Star, and ShineFM through Holdren Brothers. All of these are at no cost unless we boost a FB ad.

An update on the youth pizza party for the best float – Jon McCutcheon has offered to pay for the WLBA half of the party. Thank you, Jon!

Mitch thought there were 7 homes on the list for the **Tour of Homes**. (Roberta confirmed this with Katie.) Tami Wenger offered to have her Teddy Bear shed and free library on the list. Roberta will let Katie know.

Mark gave Roberta an updated financial list. Current bank balance is \$4,400, half of what we had last month. We have not yet ordered or paid for the Christmas lighting for the buildings which will also be an upcoming expense.

***Next meeting is on Thursday November 14th at 7:45 am at Holdren Brothers.**

Roberta Yoder
Secretary

The Mission of the West Liberty Business Association is to create exceptional value in the West Liberty community by initiating, building and keeping profitable business relationships through open communications, community involvement, innovative marketing and person interaction.