

West Liberty Business Association

Thursday October 8, 2020 7:45 am at Liberty Gathering Place

In attendance: Mitch Lingrell (LT's Uniquities,) Ronda DeLeon (Holdren Brothers,) Roberta Yoder (Bobbi's Bungalow,) Jon McCutcheon (Supply Chain Tech, Tami Cox (Country Friends of Ohio,) Linda Vernon (Vernon Farm,) Natalie Frueh (Sertell Chiropractic,) Katie Neer (Solomon's Garage), Lydia Hess (Logan County Chamber,) Nancy Spragen (Logan County Library)

Business items:

Roberta read the minutes from the September meeting. Mitch corrected that the Fire Department was not selling corn, but an individual at the fire station. Council is still reviewing it and looking at ordinances. Tami moved that we approve the minutes with the noted change. Jon seconded it.

Jon reviewed the financials. There was no new income or expenses so no changes. The finance committee has not met but plans to in the near future.

Jon reported that the West Liberty Business Association is now officially a non-profit corporation in the state of Ohio. We can use the same tax id number that we already have. Jon will next complete the application with the IRS with the hopes that we can become a 501(c)3. This is a long, detailed form and we need proof of financials from years past that Jon cannot find. He will continue to search and reach out to past WLBA directors. Roberta moved to accept the financial report as read. Tami seconded it.

Tami reported that the September Fourth Friday event was not well attended. The food truck said they did well, but the vendors did not. Mitch said we need to continue to be consistent with having this event; however, Tami said the vendors are getting discouraged. Additional help is needed to get things set up and to promote the events. Roberta offered to help by using the membership list and emails if details were provided to her. Tami asked if we could move it back to East Columbus or in front of CT Communications. Mitch suggested we look into using West Baird Street even though it is a state route since there is not truck traffic due to the viaduct. Mitch suggested we rent the Lion's Club sign for promotions. Linda suggested the Events committee come up with a plan for a change of location for 2021 and take it to Council. Natalie suggested reaching out to area churches or Shine FM for entertainment next year using a local praise team or a Christian artist due to the culture of the community.

The next Fourth Friday Event is October 23rd with vendors and Fresh Harvest Food truck (Mayor's Favorite.) Kevin Ashba is performing again. WLBA is asking the community to come out and support this event with their presence and with social media promotion.

New Business:

Pam Hemlinger is planning a scavenger hunt for girls K-12 as a recruiting drive for Girl Scouts. It would include local businesses. She will reach out to the businesses with details.

Tour of Homes – We currently have two houses committed to being on the tour – Angie Ginn's and the Pioneer House. It was suggested that we get at least five houses by November 1st to decide whether to move forward. A plan will need to be presented to the Health Department. Dustin Gardner is planning to

create a virtual tour of the Pioneer House to help promote the event. Katie and Natalie will work on this event currently planned for Saturday, December 12th from wither 12-3 or 1-5. In the past there have been between 40-100 tickets sold.

Ronda reported that she is no longer with Holdren Brothers so she needs to step down as Vice President. She nominated Linda Vernon to take her place. Mitch also nominated Natalie Frueh. Either would be an asset. The board will meet to discuss and decide on a replacement for Ronda. Ronda said she would still hep with advertising for the Christmas events.

Nancy Spragen reported that she is retiring from her long-time position at the library. Her service to the community is to be commended. She reminded the business association that she has been putting out the flags and bringing them back. Someone else will need to take this on.

Christmas in the Village – Parade – Someone suggested that we do a reverse parade where the parade stands still, potentially along East Columbus Street, and people drive or walk past the parade. Further discussion occurred. It was decided to propose to have a regular preview copying the Lion's Club Labor Day tractor preview with the reverse parade as a back up.

The events committee is planning to meet on October 14th at 8am at Sweetie Pies and will finalize Fourth Friday planning and discuss details of the upcoming Christmas activities.

Mitch moved to adjourn. Roberta seconded it.

***Next month's meeting is on Thursday, November 12th at Liberty Gathering Place.**

Roberta Yoder
WLBA Secretary