

West Liberty Business Association Meeting Minutes

Thursday, September 22, 2022 at Mad River Farm Market at 5:30pm

In attendance:

Heather Chamberlain, President	Theresa's Gingerbread House
Linda Vernon, Vice President	Vernon Farms
Brenda Snyder, Secretary	Pig in a Pickle
Brittany McElroy	Civista Bank
Alan Kauffman	Heaven's Dew
Tami Cox	Country Friends of Ohio
Cindy Oelker	Liberty Gathering Place
Steve Barth	Hickory Medical
Cindee Boyd	Village of West Liberty
JD Harshfield	Ohio Caverns
Allen Snyder	Pig in a Pickle

Board President Heather Chamberlain called the meeting to order.

Secretary Report. Secretary Brenda Snyder noted that the September meeting minutes had been previously emailed out and asked if any changes were needed. A few things were mentioned. Only a portion of E. Columbus will be closed for Halloween Spooktacular. There will be 2 Trunk or Treat Locations for people to choose from. Those are the parking lots located at the 1st Church of God and Bethel Mennonite Church. We ask Cindee Boyd if she could do a One Call to the Village residents to inform them of the 2 Trunk or Treat locations and she said yes. Halloween Spooktacular will take place from 4:30-7:30 pm and Trick or Treat is from 6:00-7:30pm. If anyone has questions they should call Chelsea Bray at 937-465-7437. Tami moved to approve the minutes. Cindy seconded. Motion passed. We will send a meeting reminder out to all members 1 week and then again 2 days before each meeting.

Treasurer Brittany McElroy provided the **Treasurer's report**. See attached. There was an overall income of \$65 and expenditures of \$1639.38, with total assets listed at \$10,209.28. Tami moved to accept the report. Cindy seconded. Motion passed.

Business of the Month for November is Marie's Candies. Rebecca filled out the questionnaire to generate an article. The Village Council has made nominations for the December Business of the Month and votes are underway. The presentation will be November 1st at 9am. Everyone is encouraged to attend.

Membership. It was noted that the Village Council should be careful to nominate members for business of the month who are currently paid WLBA members. Brittany will provide that list to Jill. Treasurer Brittany will solicit members who have not paid to turn in prorated dues for this year. Only about 35-40% of the mailing list are currently paid members. Membership dues invoices will again be sent out in October of this year for the year 2023. Brittany will set up at the annual dinner to collect dues. Heather will work to update the membership letter to go out in October and work with the incoming secretary and with Brittany to send out the invoices.

Member Spotlight – Member businesses are encouraged to fill out their information at <https://mywestliberty.com/spotlight.html>

Trifold Brochures, Website. Tami Cox and Linda Vernon are working with Berry Digital to update the website and with Elle A Design to get more trifold brochures printed, possibly before the Christmas 2022 season.

Businesses need to have Google locations up to date for the map on the brochure. We will update the brochure again in January with all of the year's events on them. We will not continue to do rack cards going forward.

Events. Linda Vernon reported on behalf of the Events Committee.

Tree Dedication – A tree was planted on October 4 in honor of Mayor Jill's mom. She said the ceremony was very nice. The board would like to thank the West Liberty Lion's Club and People's Savings & Loan for their donations. We do need more donations though so that we can continue to do such things as this.

Halloween Spooktacular This event is continuing to take shape and we are looking forward to a very enjoyable event! Pig in a Pickle food trailer will be handing out free hotdogs to the first 200 kids. The subcommittee handling this event has been doing a great job and they are very much appreciated! Heather made a motion to pay for the printed material in regards to this event. Tami moved to approve and Linda seconded.

The **Christmas open houses** will be **Nov 4&5**. This event kicks off the Christmas shopping season in the Village. Stores are encouraged to participate and we will advertise local eateries rather than food trucks for this event. An ad will be in the County Classifieds and will start this Wednesday and run through December 14th. **Volunteers are needed to string garlands on light poles in the main downtown block before this event.**

Cindee Boyd has purchased trees for **Silent Auction** again. Various businesses are asked to decorate the trees. Then people can stop into the Village office for the month of November to bid on the trees. This year the auction will be extended to 5pm on Small Business Saturday and displayed in Opera house that day for bidding. Finished trees are due by October 31st.

Decorating the Library Window by Nov 1 – Heather and TGH III will be in charge of decorating the library window for the Christmas season from Nov 1 thru Nov 30. Tami from Country Friends and Katie from Neer & Farm said they would be more than happy to loan out Christmas décor for this project if it would help.

Snowflake Basket - Katie has already sent out an email soliciting donations for the snowflake basket (as well as the small business Saturday Amex bags and the remaining 140 mywestliberty tote bags). Businesses are asked to donate a cute Christmas item for the snowflake basket by Nov 1. The basket will be placed in the library window and raffle tickets will be sold the month of November at participating locations. On Cyber Monday (the Monday after Thanksgiving), the winner of the Snowflake Basket will be announced on the mywestliberty Facebook page. Village merch and splash pad shirts will be included in basket per Jill. The current value of the basket is \$1200+

Brittany McElroy and Brenda are at this time the main ones working on planning the **Christmas parade** to be held **Nov 25**, Black Friday. Volunteers are needed to help with this event. Volunteers are needed for luminary placement prior to the 5k. Businesses are strongly encouraged to participate in the parade. Parade float entry forms have been distributed and can also be found on mywestliberty.com. That night Santa will meet kids at the gazebo just north of the town hall rather than inside the fire house like in years past. Tami is working to obtain more lighting like what is downtown for the gazebo and she will get with someone to decorate the gazebo perhaps with garlands. Cindee Boyd purchased toys for Santa to give away when she saw a recent sale. Brittany will reimburse her and put the toys in the tubs in the storage

room behind the library. See attachment for the Parade Float. Bob Rabenstein will hang snowflakes for the village but not sure when?

Small Business Saturday will be Nov 26. There will be hot chocolate and a coloring contest and possibly a showing of the OSU game in the Opera House. Details to be determined. Jill McKelvey is heading up the details of this. Small Business tote bags from AMEX will be handed out by the Christmas elf (Ava Chamberlain) at Sweetie Pie's Coffee Shop on these days. Donations of coupons, goodies to include in these bags to entice shoppers into your stores can be dropped off by Nov 18 to Country Friends of Ohio to be stuffed in the bags. Provide at least 50 of each item.

Heather reported that the **Tour of Homes** Committee is working to plan the Christmas tour to be held **Dec 10 5-8pm**. The tour will feature private residences and airbnbs. Katie, Heather and Steve Barth will meet following this meeting. Sarah Hess from Mad River Farm Market and Jake Vitt will also be involved with planning. At this time we have 8 homes that will be on the tour. Stephanie Moxley has the one house on the tour and she has requested help in getting her house ready for this event. We are encouraging all businesses to be open during this time. Jones Country Store is putting an ad on The River (radio station). We will be doing Candlelight Shopping from 5-8. We are going to have a punchlist/passport for this event for shopper's during the tour. This will only be for tour ticket holders. Once they get all stops punched, they can turn in the ticket for a drawing to win Liberty Bucks.

Michelle Neer from MCC Thrift Store contacted the board regarding the outside speakers. They are not working and that is how we play Christmas music throughout the downtown. Steve Barth volunteered to take a look at them.

Annual Dinner – we need sponsors for this event. Please contact Brittany if your business is interested in sponsoring. We will mail out Annual Dinner Invites along with the membership letter on December 1. The dinner has been scheduled for January 19, 2023 and will be held in The Opera House starting at 6:00pm. Peppercorn's have been booked to cater this event. 2022 current members will receive 2 dinners included with their membership. Additional dinners may be purchased for \$35. Going forward, the dinner will be an additional cost to the membership fees instead of being included.

Mayor Jill's son has been working on a QR code for a walking tour of West Liberty.

On November 10 from 6-8pm there will be a Veteran's Day Celebration Open House. Watch for details. November 20th, there will be a taping of elderly residents memories of the holidays.

Heather stated volunteers are needed to achieve all our goals as an organization.

Linda moved to adjourn the meeting. Steve seconded it.

***Next month's meeting will be held Thursday November 17 at 5:30 at Liberty Gathering Place. The December meeting will be Thursday, December 15th at 5:30 at the Mad River Farm Market.**

Hope to see you all there!

Thank you,

Brenda Snyder

WLBA Secretary