

West Liberty Business Association

Thursday, September 10, 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,) Cindee Boyd, Jayne Griffith and Jill McKelvey (Village of West Liberty,) Tami Cox (Country Friends of Ohio,) Gary Weaver, (Civista Bank,) Linda Vernon (Vernon Farm,) and Natalie Frueh (Sertell Chiropractic.)

Business items:

Roberta read the minutes from the August meeting. Jill updated that Council meetings are on the 2nd and 4th Monday at 7pm in the Community Room behind the library. The street department takes direction from Council and the Mayor. WLBA should go through council to see if the street department can help with items like hanging the banner and street lights. Jill asked that a member of WLBA attend meetings. Linda moved to approve the minutes with noted update. Mitch seconded it.

Street lights were discussed. Benefactors who gave money are asking if they will be up for this Christmas parade. Tami said she is working with a contractor.

Cindee reported that the Village received **CARES Act money** – anything spent on COVID-19 can be reimbursed, such as hand sanitizer stations, Plexiglas partitions, air purifiers, etc. It cannot be used for payroll, but can be used for installation charges. Any local business can submit invoices to Council. Invoices must be submitted by October 12th to be approved. They received \$88,000, and it must be spent or it needs to be returned.

They are still seeking businesses to advertise on signs on the building at the **bike path**. The cost for a 2x3 sign with up to three colors is \$375 the first year and \$150 each year following. Council is discussing painting paw prints on the street from the bike path to town, and are looking for other ideas that will attract people from the bike path access.

Cindee asked if the WLBA would sponsor the **Christmas tree raffle** again this year. WLBA will purchase the trees, anyone from the community can decorate the trees, and they are raffled off. Last year the money went to the Splash Pad. Mitch suggested that the money come back to the WLBA this year to help with costs of becoming a nonprofit. Jon moved to do so. Ronda seconded. Motion passed.

Tami reported that the **4th Friday event in August** was going to be great but a storm blew in and damaged tents and products of vendors already set up. Fourteen vendors were scheduled but only 5 stayed after the storm. One food vendor did not show. It was brought up that WLBA was not allowed to use the street in front of the Fire Department for vendors, but the Fire Department was selling sweet corn there. It was suggested that if they wanted to be a part of the event, it would be appreciated if they would purchase a 10x10 space for \$35 and support the Association. Jill said they would bring it up at Council to consider billing them for the space and sending it to the WLBA. Tami reminded us that the WLBA is working to bring visitors in and raise money for the greater good of the community. Linda moved that we reimburse the money back to vendors that lost merchandise and left due to the storm. Natalie brought up that we don't reimburse for rain, but due to the damaged merchandise, she liked the idea to show that we are working with them and want them to return. Tami suggested an option of a

free event or refund. Ronda seconded. Motion passed. Jon said that finance committee will review the situation and come up with a plan.

Waysigns – Representatives of the WLBA went to a Council meeting to discuss the waysigns. Mr. Hyland asked for another quote besides the one from Holdren Brothers. He commented that zoning may not allow the signs as proposed due to sidewalk space along the state route. A message has been left with Griff to discuss. Jill suggested we move forward on signs at the parks and at the bike path access. Mitch suggested that we start at the corner of Hidden Treasures and avoid the opposite corner where he has lost multiple signs. Jill proposed we do half of the signs now and the others next year. Tami would like to see us wait until we become a nonprofit and apply for a grant to help pay for them. Jon suggested that we move forward with making a plan for businesses to have their logo on the signs and the cost involved and get their commitment now, and they can pay later once the signs are in place. Individual signs will be 6"x14". Jon moved to proceed with 3 full signs pending approval of local and state ordinances and to proceed with creating a pricing system to begin getting commitments from businesses to advertise on the signs. Roberta seconded it. Ronda will head a committee for the pricing plan. Linda offered to help contact businesses once the plan is completed.

Jake Vitt talked to Mitch about the **planters downtown** that were not planted this year. Jake offered to donate plants for the fall if someone would water them, but this has been the problem in the past. We discussed whether Andrew could do it. Natalie offered to do it if there was access to water. Many felt that merchants in the area would offer water if she asked them.

Jon then reviewed the **financial report** and answered questions. He reported \$11,720.26 in the accounts total. Ronda moved to approve. Tami seconded. Mitch brought up that we still need to meet with our largest vendors to review expenses and determine if there is a way to reduce costs.

Bylaws – Mitch asked if there were any questions on the revision. Jon confirmed that the language covered what we need to satisfy the IRS requirement for a 501(c)3 based on his research. Mitch asked Jayne if the village legal council could review it briefly but we don't want to delay it. Jon had his CPA review it and he was good with it. Tami moved to approve the amendments to the bylaws as emailed to everyone. Ronda seconded it. Motion passed.

Roberta moved to adjourn. Jon seconded.

***Next month's meeting is on Thursday, October 8th at Liberty Gathering Place.**

Roberta Yoder
WLBA Secretary