

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
Katie Neer	Solomon's Garage, Neer & Farm

Board President Heather Chamberlain called the meeting to order.

Secretary Report. Secretary Brenda Snyder noted that the August meeting minutes had been previously emailed out and asked if any changes were needed. None were mentioned. Linda moved to approve the minutes as distributed. Heather seconded. 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 \$225 and expenditures of \$881.69, with total assets listed at \$11,983.10. The Halloween Spooktacular also submitted their budget and expenses so far (see attached). They have received \$1800 in donations so far and have expenses at this point of \$638.50. Heather moved to accept the report. Linda seconded. Motion passed.

Business of the Month for October is Solomon's Garage. Katie filled out the questionnaire to generate an article. The Village Council has made nominations for the November Business of the Month and votes are underway. Brenda made a motion that we order a Business of the Month Flag to make the winning business more visible. Linda seconded and the motion passed. Linda will order one.

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.

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

Tree Dedication - The Parks Board also met and would like to plant the tree dedicated to Jill's mother, Oct 4, Tuesday at 5pm. Our fund is lacking a few dollars to cover the cost so we are looking for some additional donations to the Memorial Fund.

If any of you can attend, we'll meet Jill and her family at the shelterhouse at Lions Park.

A trick or treat subcommittee has formed including Ashley Woolever, Rebecca Hager of Sweetie Pie's, Alycia Brehm of Hillside, Emily Hyland of Peoples, Lindsey McGlone and Chelsea Bray of Elle A Design. Trick or Treat will be from **6-7:30 pm Thursday Oct 27**. It has been moved from Saturday to accommodate the request of Marie's Candies. East Columbus Street will be shut down. Many are encouraged to participate in trunk of treat and decorate their vehicles and park along that street. There will be a polaroid picture station, along with dessert and food trucks. The festivities will also extend into the Bethel parking lot. Stop by Sweetie Pie's and ask how you can get involved. Volunteers, donations, participation and sponsorships are needed. The event will be called Halloween Spooktacular.

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. **Volunteers are needed to string garlands on light poles in the main downtown block before this event.**

Cindee Boyd will purchase 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.

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.

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.

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.

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.

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

Linda moved to adjourn the meeting. Katie seconded it.

***Next month's meeting will be held Thursday October 20th at 5:30pm at Mad River Farm Market.
Hope to see you all there!**

Thank you,

Brenda Snyder

WLBA Secretary