**Present:** Pres Ryan Berry (Berry Digital Solutions), VP Chris Anders (BDS), Treas Mark Boyer (Shine FM), Members: Michelle Neer (MCC Thrift), Mitch Lingrell (LT’s), Nancy Spragen (Library), Roberta Yoder (Yoder Concrete, Bobbi’s Bungalow)

**Annual Dinner:** Ryan checked in with Katie to see if we booked the Green Hills Foundation Hall for the dinner on Tuesday, Apr. 17. Katie reported back that the venue is already booked for April 17th and April 24th, so it was decided to book the venue for Tuesday, April 10th from 6-8pm. Ryan’s lineup of potential speakers includes Mayor Greg Hostetler, Rocky Grimes, Jay King and Arnita Yoder. He will also reach out to the WL-S Show Choir about entertainment. Dorcey’s will do the centerpieces this year, and Ryan will see if Marie’s wants to donate door prizes and contact last year’s dinner donors to see if they’re interested in donating to the Annual Dinner costs again this year.

There was much discussion about whether the dinner should remain free to all attendees. Members in attendance suggested that requiring an RSVP and pre-payment for the dinner could help with attendance because attendees would be more committed since they’ve paid $10 or $20 for the dinner. The annual dinners of the Champaign and Logan County Chambers were cited as examples of dinners with high attendance and a fee to attend. There was also a discussion about charging for the dinner but waiving the fee for anyone who signed up for a new membership, or renewed their annual membership at or before the dinner.

Ryan remarked that he thought there was a significant increase in attendance once the cost to attend was removed a couple of years back and he likes the idea of the WLBA providing this additional benefit to members. Plus, there were questions and complications regarding how many dinners would need to be paid for if a member brought their significant other or children or guests. Ryan didn’t want to discourage anyone who wanted to attend from attending because of additional costs, so it was decided to keep the dinner free to all guests again in 2018.

To increase attendance this year, we will work on promoting the event more in conversations and on social media, in addition to the traditional mailing that goes out each year.

**Annual Sponsorship Packages:** Mark Boyer once again proposed the idea of offering members annual sponsorship packages, similar to the way Hardin County does it. He shared materials related to Hardin County’s packages. The WLBA could still offer the same basic WLBA $50 membership fee for members interested in just that, but there could be additional opportunities for advertising and sponsorships for members interested in more, including but not limited to banners ads on MyWestLiberty.com, advertising in empty storefronts downtown, parade float sponsorships, logos on new WLBA signage, social media spotlights and more. A subcommittee will form and meet on Thursday, Feb. 22nd at 8am at Liberty Gathering Place to put together these Annual Sponsorship Packages to be shared in the Annual Dinner Invitation and mailing.

**New Logo:** Goat Graphic Design is developing new logos for the WLBA and MyWestLiberty.com. The old logos were created by a freelancer who is no longer in business and had possession of the only original vector files, so when Ryan has explored having the logos on giant signs or other larger forms of advertising, the only logos we have in our possession are too low-resolution and small to work. Ryan shared the first version of the new MyWestLiberty logo with the group. The group decided they’d like to see the logo in additional colors (the 1st version was in red only), and they’d like to see the logo have some sort of West Liberty-related image incorporated within it. The first version was text only. Ryan will take the feedback to the graphic designer and share future versions when they are available.

**Cabin Fever Event:** The Cabin Fever event is on for Saturday, February 17th from 12-4pm. Kristie Herlong of Dorcey’s has put together a flyer that the WLBA will print for distribution at participating stores and share with WL-S to go home with students the week of the event. If you have any additional details or promotional items you’d like to share with the public, send them to Chris to add to the Facebook event and Events page on MyWestLiberty.com.

**Tour of Homes:** Secretary Katie Neer is forming a subcommittee to begin planning for the October Tour of Homes on Thursday, Feb. 15th at 6pm at Liberty Gathering Place. Anyone interested in helping with the 2018 Tour is invited to attend.

**Downtown Snow/Ice Removal:** Mitch brought up the issue of snow and ice on the sidewalks downtown. This winter has been worse than the past couple of winters, and since every storeowner is in charge of their own snow removal, there are some major inconsistencies in how that is done, leading to a messy, unsafe and inconsistent downtown appearance.

Mitch suggested the WLBA help with that process by hiring someone to handle all of the snow removal for downtown so the process is more consistent and inviting to shoppers. Mitch knows a West Liberty resident who has the equipment to get the job done quickly and efficiently and often removes snow and ice from sidewalks in West Liberty out of the goodness of his heart to make the village safer. Mitch will see if he can find out fair compensation for this individual for his gas, salt, equipment and time and see if he is interested in handling all of downtown’s necessary snow removal.