

West Liberty Business Association - Meeting Minutes
December 3, 2015, 7:30a.m. @ Liberty Gathering Place

Present: Officers: President, Margaret Hager (A Needle Pulling Thread), Secretary, Katie Neer (Solomon's Garage), Members: Sherry Forsythe (Highland Country Store), Nancy Spragen (Library), Ryan Berry (Berry Digital Solutions), Alex Dye (The Grove)

Minutes: The November minutes that Katie emailed out were approved.

Financial Report: Katie provided Julie's Financial Report dated Dec.1, 2015. Income YTD is \$11,692.87 and Expense YTD is \$8814.61. The current bank balance is \$4,209.70.

Christmas in the Village Wrap Up: The Christmas dinner so far yielded a loss of \$15-20. Margaret suggested we still give to the Trevor & Beth Woods family in their time of need even though the dinner did not produce a profit since that is what people donated for. That donation was approved. The 5k will yield about a \$400 profit after t-shirt sponsor money is collected. The rainy weather resulted in a low turnout for the Christmas in the Village festivities. "Candy Cane Lane" (a.k.a. Santa) turned out great this year. Jim & Jill Hoffman said we never need to ask, they will always do this. We received very positive feedback on Nancy Smith's input in this event with her decorations and festive music. Next year we need to put money into bulbs on the wreaths and a new amp for MCC. Anyone with various Christmas CDs is also welcome to share with MCC to change up the music. In the parade, Lions Club had the 1st place float, Maries 2nd and Mount Carmel Friends Church 3rd. Julie will send monetary gifts to the winners. Alex suggested we revisit the reindeer game in future years.

The Village Council has received several complaints that the North Christmas tree lights need to come on earlier in the evening. Katie asked Bob Rabenstein to adjust the timer so the tree lights are on from 4pm-11pm rather than 5pm-11pm. There will be a timer installed on the South tree soon to conserve electricity.

Website: Ryan shared some website analytics. Since the launch in April, we have had 17,000 website views. 61% are mobile, 62% female. The top locations traffic is generated from are 1. Urbana, 2. Columbus, 3. Bellefontaine and 4. Marysville. We get two times more traffic from Urbana than Bellefontaine even though Bellefontaine organizations have direct links to our site and no Urbana organizations do yet. The top six days of traffic are 1. Labor Day, 2. 4th of July, 3. Saturday before fire sales, 4. Saturday of Fire sales, 5. Day after Thanksgiving, and 6. Beggar's Night. This shows that people are using www.mywestliberty.com as designed as a hub of information about local events. Some of the most visited pages are Homepage, Events page, Business directory, Government page, and Tour of Homes Page. The most frequented age group is age 55-64 and under age 24 is the least frequented age group.

Katie asked Berry Digital Solutions to add Village tax rates on the Government page for CPAs, business owners, and residents to reference. Nancy asked Berry Digital Solutions to add information about the remembrance tree at the cemetery. Katie asked Berry Digital Solutions to prepare analytics on website

ads to share for the April Dinner Meeting. In 2016, Katie will work with Berry Digital Solutions to get a realtor page up on mywestliberty.com. Katie will work with Berry Digital Solutions to feature one local business per month, chosen at random, throughout the year of 2016, to give back to our membership in the form of free advertisement and promotion. We will also produce a newsletter email to go out instead of minutes to the membership periodically throughout the year.

Plans for 2016: Ryan suggested we keep our formal April dinner meeting for all members but add a casual meeting perhaps at Planks Pizza in October for all members next year. The April dinner meeting will be held April 19th from 6-8pm. We need to propose and elect new officers at the April meeting. As a board, we decided we would shift officer requirements from a 3 year to a 2 year commitment from here on out.

These are the proposed officers starting in April 2016:

Ryan Berry, President
???, Vice President
???, Treasurer
Katie Neer, Secretary

Ryan will talk to Chris Anders and Shannon McGill to gauge interest in being an officer. Margaret volunteered as treasurer, if needed. Ryan stated that Malia Hughes expressed interest in website advertisement and membership. Alex would also like The Grove to join. Katie will send them invitations before April.

Other:

- The feather flag to advertise mywestliberty.com was discussed. Instead, it was decided to have a banner printed to hang over Detroit St. Permission was asked and granted from the council to hang the banner all the time that another banner is not up. Julie provided quotes from W Productions, Fast Track and is waiting on estimate from Fast Track and Pro Sign Design. Once she has those, the association approved her to go with the cheapest option for a 28" x 10' double sided white with black letter banner reading "www.mywestliberty.com", and in small print, "brought to you by West Liberty Business Association"...
- Katie shared a thank you note for the Tour of Homes proceeds donation to the Historical Society.
- West Liberty brochures are nearly gone. We will need to have updated ones printed.

Margaret made a motion to adjourn the meeting and Katie seconded it. **Our next meeting will be February 11, 2015 at 7:30a.m. at Coffee Matters.**