

West Liberty Business Association

Meeting Minutes

Thursday, March 12, 2020 at Holdren Brothers at 7:45 a.m.

In attendance: Mitch Lingrell (LT's Uniquities,) Roberta Yoder (Yoder Concrete,) Natalie Frueh (Sertell Chiropractic,) Chelsea Bray and Lindsey McGlone (Elle A Design,) Tami Cox (Country Friends,) Haley Lebatt (Logan Co Visitors Bureau)

501(c)3: It has been determined that the West Liberty Business Association is not listed as a "nonprofit," but an "Association." The permit application for the beer garden asks for a nonprofit organization where the profits will be distributed. Haley will help apply for the non profit status for the Association. Other local nonprofits were discussed as possible recipients if the Association is not able to receive a non profit status at the time of the event.

Roberta read the minutes from the February meeting. The date at the top was corrected to reflect the February date, and it was noted that Sherry did not in fact submit a video for the HGTV Home Town Makeover contest, but another person did.

Mitch read a letter that was received from Rick and Jeannette Zerkle, past mayor and council member. He stated that his letter was addressed to the West Liberty Council and to the West Liberty Business Association and had also been in the Bellefontaine Examiner. He gave a rebuttal that the Business Association is working hard to draw businesses to West Liberty and in no way thinks that alcohol is the only answer. A group from the WLBA recently met with Ben Volrath of the Logan County Chamber to brainstorm on types of businesses that would be good for West Liberty.

Mitch recently spoke to a local police chief who said that when they brought in a beer garden, it definitely brought more people to town, and they spent more money. The primary age group was 25-35 year olds, so that would be the target market for our event.

The need for new board members was discussed. The by-laws state that we should have a six member board but it is felt that it should be an odd number. It was decided to change the bylaws to having five board members with the secretary being a voting member. Roberta is working to have updated bylaws to be voted on at the Annual Dinner.

Due to the threat of the CORVID-19 virus, Green Hills has cancelled our reservation as a venue for the Annual Dinner. Other locations and caterers were discussed. Roberta and Lydia will meet again to work on this.

Hello Spring event: Signs have been distributed and flyers went to the schools. A-Frame signs are at Thoman's and Country Friends. Two more need to be placed. Bunnies are confirmed for pictures, and the person who will be the Easter bunny raised rabbits in 4-H. Tami said she will

coordinate with the stores to see who is participating. The plan is to put store promos in eggs that will send customers to other stores in and around town.

Summer Street Market/Fourth Fridays: Haley suggested we contact SBDC to assist in setting up the non-profit. According to the permit, a town cannot have more than one event within a 30 day period. To avoid conflict with the Lions Club, should they want to have one during the Labor Day Festival, it was suggested to only have the beer garden in July at the Summer Street Market. It was decided to promote the event for Friday, July 24th from 4-8 pm and Saturday, July 25th from 10-5 with the beer garden open noon -5. Chelsea is reaching out to vendors. Haley mentioned the recent Bellefontaine beer fest had a free passenger van that took people home within a 5 miles radius of the event.

Cindee Boyd popped in with a sign for the Splash Pad that is going to be hung on the building near the bike path. They are offering advertising opportunities for others to draw visitors to town from the bike path. They are also going to put a bike rack and signage at the triangle parking spot. The Business Association is willing to share in the cost of a weatherproof sign board but are hoping that it can be made locally. Lindsey suggested that Cindee contact Brian Davis at Dove Tail about making the bike rack and sign board.

Mitch reported that Margaret Hager was at a recent Events Committee meeting and said that the Logan County Chamber is sponsoring a building mural that will be placed on the side of Sweetie Pie's. She wants to come up with specific hashtags that will help promote the mural and West Liberty.

Mitch reported on an advertising opportunity that targeted higher income families. It was suggested that we boost Facebook ads more and promote the mywestliberty.com website.

The group brainstormed on how to get more members involved in meetings and activities. We need to promote more about what we are doing. Facebook pages were discussed and it was decided to eliminate one of the WLBA pages/groups. We currently have a closed group, a WLBA page and the mywestliberty page. It needs to be simplified. Roberta will get with Chris.

Roberta gave a financial update. There is \$4,906 in the bank accounts, with \$1000 of that being earmarked to string the Christmas lights along the rooftops of the buildings downtown. Sponsorship opportunities and membership renewals were emailed to members with email addresses earlier in the week, and renewals will be mailed next.

The next meeting will be held Thursday, April 9th, 2020 at 7:45 am at Holdren Brothers.

Roberta Yoder - WLBA Secretary

Evening meeting at Liberty Gathering Place at 6pm. In attendance were Mitch Lingrell and Chris and Misty Jones.