

Minutes from EBA meeting held July 21, 2022

Meeting called to order at 8:01 am by Jaimie McFarlin, President.

17 members in attendance, including 3 Board members:

Cindy O'Neill, Jaimie McFarlin, Erin Ziegenhorn, Duane Schroeder, Matt Daughenbaugh, Jeff Wahlfeld, Andrea Kempf, Tiffany Handrich, Becca LaKosh, Chelsea Miller, Derek Eastman, Sam Sendra, Beth Miller, Tyler and Sara Haar, Nancy Aldridge, Eric Lind.

June minutes – motion to approve by Duane Schroeder, seconded by Nancy Aldridge

Treasurer report: (can refer to Treasurer's account detail sheet-attached)

Statements ending 6/30/22:

General Fund: \$10,054.21

Gift Checks: \$12,395.74

New gift check account: \$11,341.94

Motion to approve by Sara Haar, seconded by Tiffany Handrich

City Report: Eric Lind, Mayor

Work going on around the park, lots of events happening at the park this summer. Wanted to remind everyone about Maple Lawn's 100-year anniversary celebration this weekend

Guest Speaker: none

Committee reports:

Spring Market Day: fantastic day, lots of vendors and lots of people enjoying the event! Thank you to Susan and Brandon for organizing, thank you to Chad Fleck for help with garbage, thank you to Cindy for hanging out in the EBA booth and thank you to all vendors and everyone who came out to make this event amazing! Talks in very early stages of possible fall market. Stay tuned for any additional information.

4th of July parade: Another amazing turnout on participation and crowd for the parade. Possibly largest yet! Ran into some issues with route and are looking into expanding the route a bit to not run the head of the parade into the tail because we keep growing. Good problem to have, but something we need to fix. Also, had some

issues with congestion at Walnut and Cruger-traffic coming in and clogging area around the entrance to parking lot-will be looking at options to alleviate that. Thank you to everyone who participated, thank you to everyone who turned out to watch, thank you to the police department, city works, and County EMA for helping with road closures and thank you to Marge, Susan, Deanna and Erin for helping organize everyone!

Taste of Eureka: Cindy sent out a survey to get feel of possible changes to the Taste and why some businesses don't participate. Options under consideration: a Friday to Saturday change/evening to late morning-early afternoon to see if we could get more participation/give our home business owners an option to participate by changing to a Saturday, changing amount of tickets from 300 to 350, extending hours 30 min- from 4:30-7:00 to 4:00-7:00 or 4:30-7:30. Survey also asked about food vs non-food options. We had some participation and responses were mixed. So, for this year, we will stay with a Friday Taste, extend the Taste a half hour and change the amount of tickets sold to 300. Thank you to everyone who responded and gave feedback.

Taste of Eureka will be on Friday, October 14- 4:00-7:00 pm. Anyone who participates can have a food item for a giveaway or choose to do a non-food item. We are staying with the name Taste of Eureka because it is a taste of what Eureka has to offer. People are getting into our businesses, we are able to let people know what we are about/offer, and we can give them something to remember us by. Motions and approvals made for the date (Duane), non-food items ok (Nancy and Sam), hours change (Chelsea), and ticket sales to 325 (Chelsea and Andrea).

Holiday Stroll/Small Business Saturday: November 26 at the Eureka Public Library from 1-4 pm. Horse drawn carriage, hot chocolate and cookies, and most importantly- Santa and Mrs. Claus. Plans are still in the works and we will update as we get closer. If you are doing a special for Small Business Saturday, please let us know so we can promote your business. There are lots of people that come into downtown Eureka, so being open if you aren't already could be something to think about. We had roughly 225 people show up last year and we anticipate more now that we are coming out of the pandemic. Capitalize on the traffic!

I Found It in Eureka:

Going on the 4th week of the promotion. Look for the picture clues in the Woodford Chronicle or on Facebook and use the entry form in the Chronicle to guess where the EBA gift check is each week and go to the drop off location on the form. A new winner each week and they receive a \$20 EBA gift check to use at businesses in Eureka! What an amazing way to get to know our businesses! Email Susan if interested in being a clue place or a drop off location. Thank you to those who participated so far!

New Business:

Jaimie and Eric presented a new fall event that is in the very early planning stages by the Events Committee. They are planning a Street Party in the block of Court St in front of the City Building. The block will be shut down for food trucks, live music, fire pits and games. They are suggesting a pumpkin decorating contest and asking if EBA would donate pumpkins for the kids. It was then suggested that we make this a yearly thing after Beth and Tiffany let us know about a historical fact in Eureka with the Libby factory. They used to donate small pumpkins to the kids of Eureka each fall. We could continue the tradition. Another suggestion was donating pumpkin seeds from a local farmer for the kids to grow and then the following year have a largest pumpkin contest. We will donate pumpkins and we can further plan anything else related to that. Motioned by Tiffany, approved by Beth.

Nancy from Kiwanis would like to help with the Letters to Santa during the month leading up to Christmas in association with the Holiday Stroll.

Business updates:

Michaels- hiring a baker, hours 8 a-1 p.

Historical Society- Preorder is going on for Schools in Woodford County

GSB- not GSB related, but Eureka PD is hosting the Touch a Truck event on Saturday 7/23, 10-4 at Upper Lake park. 10 trucks will be present, kids' activities, and food trucks. Free event!

Kiwanis-Fishing Derby on the 4th a success! Blood Drive coming up at Methodist Church, sign up via Red Cross. Thinking about hosting a Pet Costume Contest around Halloween.

Snap Fitness-hiring part time trainer

EC- hosting 100th Homecoming this fall-Sept 23/24, is hoping businesses will rally around the College by putting clings and student signs in businesses and hoping to have signs at City entrances. Football game is at 4pm that Saturday. Cling ideas and the clings will be coming soon.

State Farm- Duane is retiring and introduced Derek Eastman who is taking over as agent in the office Duane is in now.

Carle- hiring nurses

Library- wrapped up the Summer Reading program, lots of participation this year 820 adults and kids! September is be the annual library card signup program.

Etc. Shop/Store Next Door- Christmas in July, all through July 10-3. They want to thank local businesses for their help promoting and participating with them!

Sorry if I missed some things...I was trying to write quickly and didn't hear everything. Please make sure whatever I missed is forwarded to us and we will resend anything out! Great meeting with lots of info, thank you all for feedback and suggestions-Erin

Meeting adjourned at 8:59 am. Motioned- Chelsea, seconded Sam