

**EBA Minutes**  
**March 18, 2021**  
**Zoom**

**Call to Order 8:00**

Attendance -

Amber Harmon, Cindy O'Neill, Duane Schroeder, Erin Ziegenhorn, Katie Wood, Megan Rocke, Susan Bressner, Ann Reeves, Jaimie McFarlin, Chad Fleck

Approval of Minutes –

Motion – Cindy O'Neill

Second – Erin Ziegenhorn

Approved by majority

Finance Report- Correction made...amended (ending balance of \$8441.08)

Motion – Ann Reeves

Second – Duane Schroeder

Approved by majority

Secretary having issues with Mailchimp so email will be coming in a different manner.

New Business-

July 4<sup>th</sup> – Falls on a Sunday. Parade usually at 10am on the 4<sup>th</sup>. Events Committee seeing if fireworks can be moved to July 3<sup>rd</sup>, but not sure yet. Discussion on whether or not to move parade to 10am on July 3<sup>rd</sup> or put at 2pm on July 4<sup>th</sup>. IDOT needs to shut down 24 during parade, so need to let them know ASAP, Those present chose 10am on Saturday, July 3.

Community Guide –

March 25 deadline. Discussion on whether map included or not. Home businesses would not be on map. Suggested more info is added about the businesses and no map included. Businesses should let Cindy or Amber know what information they want in the guide (ie: address, email, phone, website, etc.)

Window Clings & Signs are starting to be delivered. Signs should be put up for Easter shopping between March 25 – April 5. Put up again April 30 – May 10 for Mother's Day. Put up for Father's Day from June 11 – June 21.

Courthouse Lawn-

Signs should also be put at member booths at the Courthouse Lawn event so people know the checks can be used with them. If vendors want to use gift checks as prize items, that could be a possibility.

Main Street businesses can put things out on the sidewalks, but many would not like to have vendors out in front of the business, unless approved. Susan checking with city to be sure we can use the sidewalks at this event.

Old Business-

Easter Egg hunt not happening this year as Health Dept did not like the idea.

Special programming –

Guest speaker unable to come. Erin Ziegenhorn shared about the value of businesses using a chip reader instead of the swipe option. It is safer, when it comes to credit card fraud. Businesses are encouraged to use the chip reader, if they have it.

Announcements –

Hiding an egg around town at various EBA businesses. Will do a Live video on FB to encourage people to look for it.

High School working on some social media posts. Do not have much yet.

Adjournment – 8:30am