

Minutes from EBA meeting held June 15, 2023

Meeting called to order at 8:00 am by Jaimie McFarlin, President.

11 members in attendance, including 3 Board members:

Jaimie McFarlin (Store Next Door/ Etc. Shop), Erin Ziegenhorn (CEFCU), Cindy O'Neill (Eureka Public Library), Sam Sendra (Heartland Bank), Beth Miller (Historical Society), Chelsea Miller (Carle Eureka), Hannah McKenny (AC Home), Linda Logan (City of Eureka), Deanna Davidson (NorthShore Boat and Board), Meg Rocke (Heartland Fiber), Marge Ulrich (Flower Basket).

April minutes– motion to approve by , seconded by Beth Miller.

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

Statements ending 5/31/23:

Ending balances-

General Fund: \$8,668.63

New Gift Checks: \$13,943.66

Old Gift Checks: \$10,795.74- no change

Approved by: Deanna Davidson second: Hannah McKenney

EBA T-shirt Sales-

JC Screenprinting has EBA shirts, will be doing sales 2x a year for 6 weeks each.

Guest Speaker- Marge Ulrich (The Flower Basket)

Marge spoke with us about the history of the Flower Basket and a little on EBA history. Marge is celebrating 46 years at the Flower Basket. The first shop was opened where Knapp Tile is now in 1977. It was a small shop with a few plants and gifts available. In 1993, it then moved to its current location. Marge has a small but mighty staff and the shop offers many items. She said she was in the right place at the right time. She has been a wonderful person in Eureka businesses and on the EBA. We are very lucky to have her and her knowledge. She also brought an old photo from an EBA meeting. You

might have seen it on our Facebook page. She brought us carnations as well. Thank you, Marge!

Committee Reports:

We are looking for Committee heads and members for events. Please help us continue bringing these great events to Eureka!

Spring Market Day: Beautiful day for the Market, vendor spots sold out, lots of foot traffic at the courthouse.

4th of July parade: 4th of July morning, 10 am, start at AC Home. Route has been reworked just a bit to alleviate congestion at Cruger and Hilldale (end of route by High School). Please see attached map and sign up on Sign Up Genius if you plan on participating. We have 6 volunteers, may need a few more for lineup.

Central IL BBQ Throwdown- July 15th, signups are live. This is held at Eureka College back behind the gym and around the baseball and softball fields.

Experience Eureka: September 8 430-630pm, old Taste format but want to include our home-based businesses and businesses that may not have a store front. Looking for locations for the home based/no store front businesses to be at, possibly City Hall or Maple Lawn options.

Fall Pumpkin Giveaway-

Holiday Stroll/Small Business Saturday: last Saturday in November, 11/25.

New Business Committee-

New Business:

Any ideas for the upcoming holidays? Send them to us!

Update on Community Guide- We got some bad news as the Journal now is down to 1 person who usually works on the Guide with us. They have eliminated a position. The Guide won't be happening going forward. We are still collecting information but have also come up with some ideas to take its place. If you have any ideas, please let us know. We have talked about a listing we can distribute with all EBA members as well as magnets for distribution that will highlight EBA businesses. We would come up with several different magnets to do this, so this may not be worth the cost but its an idea.

WMBD/Fox 43 does a Road Trip segment that goes to local communities and highlights the community. Eureka is going to be apart of this! They will be highlighting our 4th of July celebration and taking that time to put the spotlight on Eureka. There is a 3-month commitment at \$800 per month. We will split the fee with the City so it will be a total of \$1200 from us. The commitment includes mentions on the nightly news broadcasts as well as the segment spotlight.

Business updates:

Remember, The Wall that Heals is coming up in July at Maple Lawn, please sign up for volunteer spots on Sign Up Genius if you can help.

Deanna Davidson (NorthShore Boat and Board)-

The lake is getting busy with kayakers, canoers, fishing and more. Remember there is kayak, canoe and stand up paddleboard rental right on our lake! Check out NorthShore for more info. And did I hear, we are getting some paddleboats as well??

Cindy O'Neill (Eureka Public Library)-

The Summer Reading program is almost upon us. Record participation this year. Art at the Bodega will have some classes coming up at the library, look for more information. Cindy did a presentation about Lake Eureka history on June 15th at 6 pm and there will be a link to watch it on the library page. Ann Reeves retirement open house will be 6/26, 4-630 pm at the library. Cindy will be stepping into the Director position. Congratulations Cindy!

Jaimie McFarlin (Store Next Door/Etc. Shop) -

Etc. Shop will be celebrating their 45th anniversary with a parking lot party July 1, 10-2 with ice cream from Uncle Bob's and entertainment. They will be closed to prepare for Christmas in July June 26-29th.

Linda Logan (City)-

Pavers for the Veterans Memorial at the Lake can honor any person/place/event, please order if you were thinking about one.

Meeting adjourned at 9:09 am. Motioned by Linda Logan, seconded by Beth Miller.