

EBA Minutes

December 16, 2021

City Hall

Welcome and call to order

Attendance:

Amber Harmon, Cindy O'Neill, Jaimie McFarlin, Erin Ziegenhorn, Linda Logan, Eric Lind (by phone), Chelsea Miller (by phone), Kevin Singletary, Asher Wiegand

Review and Approval of November Minutes:

Motion made to approve by Erin and second by Kevin

Review and approval of November Treasurer's Report:

Motion made to approve by Erin and second by Asher

Old Business:

Holiday Stroll – Erin reported that the event was very good, and the weather was great. Over 250 people attended. The carriage rides and Santa were favorites as usual. Cindy reported that she sold \$3,125 worth of gift checks and \$620 worth were given out as part of the buy \$50 and get \$10 free promotion. The \$620 was covered by transferring funds from our Old Gift Check account to the current Gift Check account. During the week after the Holiday Stroll, an additional \$2,500 worth of gift checks were sold.

New Business:

Insurance Quotes – due to an increase in our annual Van Gundy insurance premium, the executive board decided to get quotes from two local businesses. However, in order to make sure we choose the best policy for our organization, the board would like to establish a short-term committee (with one non-bidding insurance professional and one general member) to meet with Cindy to review the quotes and discuss insurance needs. If you would like to assist with this, contact Amber at aharmon@goodfieldstatebank.com.

Committees – Amber has agreed to continue as President for another year, but would like to establish committees to help with the work of the organization. The committees are:

Hospitality (welcome new businesses and give them EBA information)

Speakers (confirm monthly speakers; Amber has them lined up for 2022 already)

Social Media (helping post interesting and fun posts/videos on Facebook)

Market Day (help the Bressners with event organization)

Fourth of July Parade (advertising, help with parade line up)

Taste of Eureka (list participating businesses, advertising, print tickets)

Holiday Stroll (organize participants, advertising, event attendance)

Please consider volunteering! We really need the help in order to take additional duties off of the Board members. We will be emailing a sign-up genius link. You can also contact Amber to volunteer.

2022 Board:

The official roster of the 2022 board is as follows:

President: Amber Harmon

Vice President: Jaimie McFarlin

Secretary: OPEN

Treasurer: Cindy O’Neill

A motion to approve was made by Erin and second by Asher. All present voted aye.

WE ARE IN DESPERATE NEED OF A SECRETARY! AT THE VERY LEAST WE WOULD LIKE FOR SOMEONE TO JUST TAKE MINUTES AT THE MONTHLY MEETINGS. PLEASE CONSIDER AND CONTACT AMBER.

Guest Speaker:

Pastor Daniel Doty of Eureka spoke about his recently published religious mystery book, *Legacy of a Frozen Scream*. He wrote it primarily at Mika’s/Caleri’s. **He is looking for any local businesses willing to have it for sale in their stores.** As it is a mystery, there is some rough language in the book, but it has been ranked #1 in Religious Mystery Books on Amazon. A revised edition is currently being printed and should be available soon. Goodfield State Bank is planning on doing a promotion. If you would like more information or would like to sell the book, contact Daniel at 309-221-5814. Here is the link to the book on Amazon:

https://www.amazon.com/Legacy-Frozen-Scream-Daniel-Doty/dp/B09MYRGLS8/ref=sr_1_1?crd=3R0P7QSKF3C5G&keywords=Daniel+Doty&qid=1639781994&sprefix=daniel+doty%2Caps%2C72&sr=8-1

Business Updates:

Eureka AC Home – Kevin Singletary reported that COVID infections are being well controlled with no resident infections currently.

Et Cetera & Shop Next Door – Jaimie reported that they are offering 50% sales

Eureka Public Library – Cindy reported that they hope to have their new Zoom meeting equipment up and running soon.

Carle Eureka Hospital – Chelsea reported that the hospital has been busy so far this winter season.

City of Eureka – Eric Lind reported that the City will be applying for a downtown revitalization grant through Illinois Department of Commerce and Community Affairs. The grant

would affect the 100 and possibly 200 blocks of Main and Center streets. It would cover infrastructure, lighting, pedestrian crossing, and streetscape improvements worth over \$1 million. They will need letters of support from downtown businesses, so they will be reaching out to owners in the near future. Contact Eric for more information.

Eric also reported that Bradley University MBA students recently completed a Marketing and Engagement Capstone Project offering the City strategic strategies to implement to improve the community. Eric will be reviewing it soon and looking into their suggestions.

There was a discussion about the feasibility to establish a Chamber of Commerce given the difficulty in finding volunteers to carry out EBA duties. Eric said there has been some discussion in the past about this, but if this is of interest more research will need to be done on how to establish and fund such an organization.

Eric reminded the organization and businesses that interns are often available from the local colleges if businesses/organizations are in need of assistance with special projects.

The meeting adjourned at 8:35 a.m.

MERRY CHRISTMAS AND HAPPY NEW YEAR EVERYONE!