

Eureka Business Association
April 21, 2022
Eureka City Hall

The meeting was called to order at 8 am.

Attendees: Amber Harmon (Goodfield State Bank), Duane Schroeder (State Farm), Cindy O'Neill (Eureka Public Library), Linda Logan (City of Eureka), Jaimie McFarlin (Et Cetera/Shop Next Door), Beth Miller (Woodford County Historical Society), Erin Ziegenhorn (CEFCU), Becca Lakosh (Goodfield State Bank), Tiffany Handrich (Third Stitch), Josiah Springer (Edward Jones), Michael and Sara Axelson (Michael's).

The minutes of the March 17, 2022, meeting was reviewed. Erin Ziegenhorn made a motion to approve; seconded by Tiffany Handrich.

The April Treasurer's report was reviewed. Linda Logan made a motion to approve; seconded by Duane Schroeder.

New Business:

Radio Advertising:

Amber Harmon and Jaimie McFarlin discussed a joint opportunity for radio advertising with the City of Eureka and the Eureka Events Committee. They are in discussion with the KISS FM family to have them play music during the 4th of July event at the lake. As part of the package, the radio station will give us 100 30-second spots which will air in the early summer to early fall months during the morning hours. The proposal is for EBA to share the cost of the purchase with the City and Events Committee and the three units would split the 100 spots. EBA's cost would be \$600. Our spots would be generic (not focusing on a single business) and would highlight the different things Eureka has to offer (retail, services, events, etc).

There was an active discussion of different ways EBA could continue this marketing push after the radio spots into the fall and winter.

It was proposed that the Old Gift Check Account (a fund of gift check funds where the gift checks were never spent and have expired) would be an appropriate fund for this type of marketing expenditure.

A motion was made by Tiffany Handrich to participate in the radio spot purchase for \$600 to be expended from the Old Gift Check Account. Seconded by Michael Axelson. Unanimous approval by membership present.

Open Board Positions:

The Secretary position has been unfilled since January, but Susan Bressner (Eureka College/Norwex) is willing to fill the position for the remainder of the year.

Amber Harmon has resigned from Goodfield State Bank and is unable to continue as President. Amber stated that the President's duties are fairly light as she has speakers already lined up for the remainder of the year. The primary duties are creating each month's agenda, running the meeting, and overseeing the committees overseeing the events and committees. We are hoping a volunteer steps forward in the next week so our annual state report can be filed by the May 1 deadline.

Business Updates:

Cindy O'Neill of the Eureka Public Library announced the completion of their new pavilion at the west entrance of the building. Funded by donations and memorial gifts, the pavilion will be used for adult and children's programs.

Linda Logan (City of Eureka) discussed the current public meetings to review possible improvements to Lake Eureka.

Beth Miller from the Woodford County Historical Society recently had a copy of her book on the Eureka Pumpkin Festival accepted into the collection of the Ronald Reagan Presidential Library in California.

Josiah Springer from Kiwanis discussed the special pet event they will be holding at Eureka Lake on May 21 at 10 am. See their Facebook page for more information:

<https://www.facebook.com/kiwanisofeureka/>

Duane Schroeder (State Farm) shared that Eureka College is participating in an auction on May 4 starting at 9 a.m. to benefit Melick Library. They are auctioning off books given to Ronald Reagan. Visit <https://hindmanauctions.com/auctions/1022-Fine-Printed-Books-Manuscripts> for more information.

Et Cetera and The Shop Next Door will be holding a Christmas in July special event.

The meeting adjourned at 9:05 a.m.