

Minutes from EBA meeting held November 16, 2023

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

11 members in attendance, including 4 Board members:

Jaimie McFarlin (Store Next Door/ Etc. Shop), Erin Ziegenhorn (CEFCU), Cindy O'Neill (Eureka Public Library), Amber Harmon (GSB), Tiffany Handrich (Third Stitch), Beth Roberts (GSB), Isabella Dany (HBT), Beth Miller (Historical Society), Linda Logan (City of Eureka), Nancy Aldridge (Kiwanis), Chelsea Miller (Carle)

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

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

Statements ending 10/31/23:

Ending balances-

General Fund: \$7,802.67

New Gift Checks: \$11,523.66 -10 businesses saw gift checks last month

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

EBA members will have the opportunity early for our Stroll special – buy \$50 in gift checks and get \$10 free. If you want to do a holiday gift for your employees, call Cindy at the Library so she can get that started for you.

You will probably see an increase in gift checks during the Holiday season. Please go over instructions for accepting gift checks with your employees. Make sure they put your business name in the pay to the order of line and treat the checks like cash-if the amount is \$15 and they have a check for \$20, give the customer \$5 back. If you have questions, please contact us.

Approved by: Nancy Aldridge second: Isabella Dany

Guest Speaker-

No one this month

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: Father's Day weekend, 3rd Saturday in June

4th of July parade: morning of the 4th

Central IL BBQ Throwdown- July

Experience Eureka: discussed survey results, had 13 responses. Results attached to the email. Trying to make it always first Friday in September. Discussed changing Experience to a fall festival. Had a good conversation with the group and will further discuss within the Board and bring any new thoughts to the group next year. Another Market Day option was also discussed, but in the Fall. Lots of ideas.

Fall Pumpkin Giveaway- something we'd still like to get off the ground for future years/could be seeds in the spring with a pumpkin judging contest and/or partnering with a local pumpkin farmer for a giveaway. Since, of course, we used to be the Pumpkin Capital of the World 🍂

Holiday Stroll/Small Business Saturday: last Saturday in November, 11/25 from 1-4pm at the library. All ready for the Stroll. If you have any specials for Small Business Saturday, we want to promote it! Send to the EBA email and we will pass them along! Spend your day in Eureka at the Stroll, shopping our merchants, then head to the Courthouse for the Tree Lighting!

Talked about a few ideas for next year in Board meeting...details coming.

New Business Committee-working on welcoming a few new businesses and doing a "ribbon cutting"/welcome! We would love to be apart of anniversaries, milestones, etc. as well.

Had the ribbon cutting for Wendy Puff Pizzeria and Pub on Nov 3rd. Great turnout and support for the new restaurant. Didn't get a group photo but did do a Facebook live from the EBA page. Go check it out and make sure you check out Wendy Puff! Welcome Wendy Puff to Eureka! Thank you, Welcoming Committee.

We have a few more ribbon cutting and celebrations on the books. Next up with the Historical Society 50th anniversary celebration on Nov 28 at 1pm. They will have an open house 1-4. Come out and help us celebrate the Historical Society!

We need Committee members. If you have ideas, thoughts, criticism, anything- please consider coming to meetings and being a part of a committee. Talk to us and help us with events and help us grow what we have in Eureka.

New Business:

Discussed survey results and will forward them.

We will be hosting An Evening with EBA on Thursday January 25th at the Crate at the Cannery, 5-7 pm. This will be a time to meet the Board members and your fellow EBA members. We will have our membership drive in full swing, so you can bring anyone who might be interested in joining EBA.

Business updates:

Cindy O'Neill (Eureka Public Library)-

Christmas collection is out. They will be having a Story Walk starting at the Holiday Stroll and will be up through December. They will have a gift-wrapping station for a bit and will still have wrapping paper available after the station is put away. They are supplying a photo backdrop for the Stroll and will have it available afterwards.

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

Christmas shop is open. Night time shopping experience coming soon. Stay tuned for more details.

Linda Logan (City)-

Charters of Freedom Veterans Wall is currently being finished up at the Lake. Anticipate December will be finished. Spring for opening ceremony. Get your paver order in!

Beth Miller (Historical Society)-

Woodford County Schools book ready to go.

50th anniversary celebration on Nov 28th. See flyer for details. EBA Welcoming Committee will do a short ceremony at 1pm. Open house 1-4pm. They will kick off a special sale on their 3 newest books that day that will run through December 21st. Great Christmas idea!

Erin (CEFCU)-

Nothing from the credit union but wanted to announce a Eureka Santa parade on Dec 17th at 6pm. In conjunction with the Eureka Police Department and the Eureka Goodfield Fire Protection District, we will have, hopefully, our first annual Santa parade. The parade will mostly follow the St Jude route. Map and more details to come, keep an eye out on City text messages and the Eureka Police Dept Facebook page. The parade will kick off from the Courthouse. We will not be stopping anywhere but if you aren't on the route, you can watch the parade kick off or head to Upper Lake to watch it go by on Lake Rd. Again, a detailed route will be posted soon and I will send that out through the EBA email as well.

Chelsea Miller (Carle)-

Successful blood drive

Nancy Aldridge (Kiwanis)-

Key Club will be doing letters to Santa and answering them from the North Pole. Look for mailboxes. Also, Dec 16, 1-4 Santa's Workshop will be at Eureka Middle School.

Amber (GSB)-

As soon of you know, Amber will be leaving the Board at the end of December because she is moving to China. We want to thank her for years of contributions to our community through EBA and the Events Committee as well as other boards and committees she has been apart of. Thank you, Amber and good luck!

She also brought in Beth Roberts who will represent Goodfield State at EBA. Welcome Beth!

Tiffany Handrich (Third Stitch)-

She wanted to remind everyone that Uncle Bob's is closing for the season on Sunday. Go get your ice cream fix and pick up your favorite pints or quarts of ice cream. They also have released Peppermint Stick.

She also said the shop will be closed next week for the holiday and will be opening again for the Christmas season. Go see the store in the new location and shop local this holiday season!

Meeting adjourned at 9:08 am. Motioned by Nancy Aldridge