

# EBA Minutes

August 17, 2023

City Hall

**Meeting called to order at 8:03 am by Amber Harmon, Vice President.**

**9 members in attendance:** Amber Harmon (Goodfield State Bank), Cindy O'Neill (Eureka Public Library), Jeff Wahlfeld (Eureka College), Samantha Sendra (Heartland Bank), Marge Ulrich (Flower Basket), Susan Bressner (Norwex/Eureka College), Deanna Davidson (NorthShore), Beth Miller (Woodford Historical Society), Janet Wilkins (Heartline). Plus one EC student – Sean Sandrack – and Robin Staudenmeier (Friends of Library)

**Review and Approval of June minutes:** motion made to approve by Marge Ulrich and 2<sup>nd</sup> by Deanna Davidson. Approved.

**Review and Approval of July minutes:** motion made to approve by Deanna Davidson and 2<sup>nd</sup> by Beth Miller. Approved.

**Review and approval of July Finance Report:** motion made to accept by Susan Bressner and 2<sup>nd</sup> by Marge Ulrich. Approved.

**Review and approval of August Finance Report:** motion made to accept by Deanna Davidson and 2<sup>nd</sup> by Beth Miller. Approved.

Current Business-

**Experience Eureka:** The date will be Friday, September 9 from 4:30 to 6:30. Businesses need to sign up by August 25 through the sign-up genius which has been emailed out. Tickets will go on sale August 30<sup>th</sup> at the library and IGA. Tickets will be \$5. We will print/sell a max of 300. Discussion was held over the possibility of vendors participating. Concern was voiced over whether they were EBA members and should we limit to EBA members. Discussion was tabled for 2024 event. Discussion was also held over whether a participating business should give away a physical item or a coupon. The public expects a physical item. The item can be attached to a coupon. If businesses just give out a coupon, it would likely not be attractive to people. We discussed possibly having a gift basket drawing with items from non-participating businesses so that they are represented. Eureka College is discussing purchasing a block of 30 tickets for their students.

**Holiday Stroll:** This event will be Saturday, November 25<sup>th</sup> in the afternoon at the library. The Wandering Mare trailer may not be available, so the committee will discuss an alternative set up for the hot cocoa.

New Business –

**Business Guide:** The Board is discussing putting together some form of EBA business guide to hand out at the Experience Eureka event.

Business Updates –

**Eureka College** – 194 incoming freshmen. Homecoming will be October 14<sup>th</sup>. They are discussing holding a parade on the 12<sup>th</sup> – ending at the bonfire/pep rally. They would like EBA participation. It will be an 80s theme.

**NorthShore** – Kayak race will be held Saturday, August 19<sup>th</sup>. 38 participants (about half of usual). Participants get a t-shirt, goodie bag, coupons and more.

**Flower Basket** – flowers are blooming!

**Heartland Bank** – they are holding events at area branches. There is a part-time teller position open at Eureka. They have an 8 ft artificial Christmas tree to give away.

**Goodfield State Bank** – Interest rates are up. Housing market is good..

Guest Speaker – **Robin Staudenmeier of the Friends of the Eureka Public Library** talked about a fundraising event for the Friends of the Library to be held Saturday, October 28<sup>th</sup> starting at 12:30. The event is a Road Rally – where teams follow clues to arrive at a location. Points/awards are given for time, mileage, etc. The Friends are looking for businesses to sponsor cars/teams (\$50), provide food or prize donations, and for businesses to challenge each other. See attached flyer and handout for more information. More details and a sponsorship form will be sent out soon.

Meeting adjourned at 8:55 am by Amber Harmon.

Next meeting: Thursday, September 21 at 8 am