

## Minutes from EBA meeting held January 19, 2023

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

10 members in attendance, including 4 Board members:

Jaimie McFarlin (Store Next Door/ Etc. Shop), Amber Harmon (Goodfield State Bank), Erin Ziegenhorn (CEFCU), Cindy O'Neill (Eureka Public Library), Jeff Wahlfeld (Eureka College), Nancy Aldridge (Kiwanis), Beth Miller (Woodford County Historical Society), Janet Wilkins (Hearthouse), Kevin Singletary (AC Home), Jeremy LaKosh (Maple Lawn).

November minutes (no December meeting) – motion to approve by Nancy Aldridge, seconded by Amber Harmon.

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

Statements ending 11/30/22 and 12/31/22:

### **Ending balances-**

**General Fund:** \$6,344.10 and \$5,532.10

**Old Gift Checks:** \$12,395.74 and \$12,395.74

**New Gift Checks:** \$16,666.94 and \$18,168.66

Motion to approve by Beth Miller, seconded by Nancy Aldridge.

### **2023 Budget-**

The 2023 Budget was included with the agenda and will again be attached for reference with the minutes. We are trying to get some fundraising ideas off the ground to counter our deficit in 2022, as well as increase the membership fee \$15. Our membership fee is still very low compared to other cities and towns and we still continue to bring value with EBA. Please review 2022's Financial Report and 2023's Budget at your convenience.

2023 Budget was approved. Motioned by Nancy Aldridge and second by Beth Miller.

### **2023 EBA Board-**

Our EBA Board will be :

Jaimie McFarlin, President

Amber Harmon, Vice President

Erin Ziegenhorn, Secretary

Cindy O'Neill, Treasurer

Thank you to Amber for stepping into the Vice President position. Board was approved-motion by Beth Miller, second by Janet Wilkins.

### **2023 Membership Drive-**

We have sent out member letters for the 2023 Membership drive. We have increased the fee to \$40 this year due to being at a deficit with last year's budget (please see the 2022 financial report and 2023 budget) . We are trying to do events and get people excited to visit, shop and eat in Eureka, and some of these things are more expensive than we budget for year over year. We have been using the cushion in the General Fund account the past 3 years and the old gift check account for special projects, but we are starting to come to the end of that without completely depleting it. With the increase, we are hoping to continue doing all the events and add new things to bring people to Eureka. See the membership letter for the value that EBA brings to your business and join us in 2023!

**City Report:** Eric Lind

City is staying busy working on projects to start off the new year.

**Guest Speaker:** Heather Calcara, IL Attorney General's Office

Heather spoke about scam, identity theft and ways to protect yourself. She wanted everyone to know about contacting her office in the event of a scam, contacting law enforcement and contacting your financial institution. There are several prominent scams out there, and while a good chunk is geared towards seniors, anyone can fall victim. Please be vigilant of anyone trying to con you or loved ones into sending money, falling for sweetheart scams, home improvement scams, scams that take advantage of seniors, and many others. Be aware of your financial accounts and credit bureau and know how to check those. Be leery of checks that you weren't expecting or of lottery scams. There are many ways to protect yourself, your loved ones and your business. By

educating yourself and loved ones, you don't have to fall victim to any scams. Please see attached brochures for more information.

### **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:** Saturday of Father's Day weekend

**4<sup>th</sup> of July parade:** 4<sup>th</sup> of July morning, 10 am.

**Taste of Eureka/ Fall Event:** September

**Fall Pumpkin Giveaway?-**

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

### **New Business:**

Discussed changes to the Taste of Eureka-some confusion from businesses and community members about what the Taste is-We are considering retooling/renaming the Taste to better service our businesses and the community event as a whole. While it is a Taste of what Eureka offers, we also don't want the confusion that it is just food. We want all of our members to participate, so whatever you deem for a giveaway during the event is fine. It DOES NOT have to be food. We think there is confusion with that due to the name, so we want to make clear, no one needs to distribute food. It could be coupons, merchandise, things with your logo, etc. If you choose food, that's fine. We also want to incorporate more of our service businesses and home businesses. We are thinking a central location to include those businesses, while still allowing store fronts to get the people in their doors. More to come on that.

We are also brainstorming fundraising ideas that also advertise businesses and their products. We are thinking about a raffle or auction when a business sponsors/donates their product and quarterly (or more often or twice a year depending on interest) we will have a raffle. Tickets would be a set amount and community members could purchase for a chance to win that product.

We are also thinking about selling T-shirts with old Eureka business logos.

**Business updates:**

Maple Lawn, Jeremy LaKosh-

Veterans Wall coming to Maple Lawn week of July 10<sup>th</sup>. It is a replica of the wall in Washington, DC and will be in the space south of Timber Ridge Ct.

HeartHouse, Janet Wilkins-

Wanted to send out a huge thank you for everyone who helped make the Tree of Hearts a success in 2022! Almost 100 families, over 250 children were gifted Christmas presents from everyone's donations. 350 volunteers helped gift wrap and sort the gifts. Had some fun with the winter storm that happened Christmas week, but still made it happen for these families. Volunteers are welcomed for upcoming events at HeartHouse. If you or your employees are needing volunteer hours, please consider them.

Historical Society, Beth Miller- Karen's book on One Room Schools, arrived just before Thanksgiving-for sale for \$85.

AC Home, Kevin Singletary-

Beginning events again after the COVID shutdown for the residents. Fitness Center will be opening soon.

Eureka College, Jeff Wahlfeld-

16 new students joined the College for the Spring Semester. Large incoming Freshman class. Play coming up-Promises, Promises-free tickets (online at eureka.edu, 530p for both shows-Jan , Feb 3.

Kiwanis, Nancy Aldridge-

Penguin Project, February

GSB, Amber Harmon- Construction finished on new space; come check it out.

Eureka Public Library, Cindy O'Neill-

Program-Why Consider Solar 1/24 at 6 pm by Legacy Solar. If you're considering solar for your home or business, check it out, need to be registered to attend. 1/27 the Unity Point Well Mobile and IL Eye Center will be doing blood pressure screenings, eye checks, etc. from 930-1130 am.

CEFCU, Erin Ziegenhorn-  
2 new faces at the Eureka Office!

Store Next Door/Etc. Shop, Jaimie McFarlin-Shop had a great Christmas! Valentine's Day items are out and selling fast!

Meeting adjourned at 9:10 am. Motioned by Kevin Singletary, second by Amber Harmon