

EBA Minutes

July 15, 2021

Eureka City Building & Zoom

Welcome and call to order @ 8:00 am

Attendance – Amber Harmon, Cindy O’Neill, Deanna Davidson, Chelsea Miller, Katie Wood, Jaimie McFarlin, Keith McCardle, Asher Wiegand, Jessica Stafford, Ann Reeves, Erin Ziegenhorn

Approval of Minutes – Motion by Deanna Davidson, Seconded by Keith McCardle

Finance Report – \$235 in new gift checks sold and \$755 redeemed in June. Eureka Community Bank has joined EBA, so now we are at 92 members.

Approval of Report – Motion by Ann Reeves & Seconded by Katie Wood.

Officer’s Reports – Eureka Business Association’s new website is up. You can find it at www.eurekabusiness.net. Please include it as a link on your websites and/or Facebook pages.

Old Business – Fourth of July was a great success. Thank you to Deanna Davidson for her work in organizing parade entries. Susan and Amber suggest that for 2022 all volunteers wear safety vests to aid in organizer visibility. The city owns vests which we can borrow. They also suggest we have more than 4 volunteers available to organize the parade, and we should look into a having a water station available. Amber also discussed the possibility of purchasing an Uncle Sam costume, as the annual rental fee is \$75. A costume online would run about \$150.

The Community Guide has been distributed. If you would like a stack to have at your business, contact Amber at Goodfield State Bank.

New Business – **Taste of Eureka is scheduled for Friday, September 10 from 4:30 to 7 pm.**

Three hundred tickets will be printed and sold at IGA and the library for \$5 each. A SignUp Genius form will be created for businesses to indicate participation. Participating businesses offer ticket holders a food item (can be simple like candy, water, popcorn, etc). To-go food works well as many ticket holders try to make every stop. Businesses can attach a coupon or information on a future sale to entice ticket holders to come back in the future. With 300 tickets sold, businesses should plan on having at least two employees on hand to mark tickets and hand out the food item. We would also like to know if you are willing to have another non-storefront or non-downtown business share either interior or exterior space for the event – even if you are not planning on participating.

Susan Bressner is considering having a Fall Market Day event – possibly October 16. EBA could sponsor a fall decorating and/or pumpkin carving contest to coincide with the event. The possibility of having a specific-colored balloon tied at all EBA storefronts open for the day to

draw visitors. The possibility of having visitors in front of storefronts was also discussed as a way to draw visitors into stores.

Keith McCardle of ADDWC/Maurie's Sugar Shop spoke about a special promotion they developed for the Spring Market Day. They created a "sampler" box of candy for just \$6 and promoted it through their Facebook page (and EBA shared it on our Market Day page). It drew in an amazing number of customers, and people are still stopping by and asking to purchase a sampler box over a month later. The special exceeded their expectations, and they encouraged other businesses to consider creating a special promotion for future community events and sharing it through the EBA Facebook page. Keith thanked Susan and Brandon Bressner for all their effort in organizing the event.

Holiday Stroll – this annual event will be held on Saturday, November 27 from 12 to 4 p.m. The courthouse tree lighting event will be held immediately after from 4 to 5 pm. Deanna Davidson and Erin Ziegenhorn will be in charge of the Santa-related events at the library.

Business Announcements –

North Shore Kayaks will be having their annual race event on Saturday, August 21 from 8:30 to 12:30. The deadline to register is August 9. Net proceeds will benefit ADDWC. You can register online at <https://www.eventbrite.com/e/2021-eureka-kayak-race-tickets-158494911547>

Fall Garage Sale Day will be September 11 (day after our Taste event).

Maurie's will be offering caramel apples at their store in September/October.

The library thanked EBA businesses for participating in our summer reading event. They had a great turn out at all the events, and it was a wonderful opportunity for businesses and the library to collaborate.

Adjournment @ 8:39 am.