

Minutes from EBA meeting held February 16, 2023

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

9 members in attendance, including 2 guests and 4 Board members:

Jaimie McFarlin (Store Next Door/ Etc. Shop), Amber Harmon (Goodfield State Bank), Erin Ziegenhorn (CEFCU), Cindy O'Neill (Eureka Public Library), Sam Sendra (Heartland Bank), Susan Bressner (Norwex, Eureka College), Dr. Donna Bradley (Eureka College), Rayna Grady, Linda Logan (City of Eureka)

January minutes– motion to approve by Susan Bressner, seconded by Sam Sendra.

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

Statements ending 1/31/23:

Ending balances-

General Fund: \$6,517.10

Old Gift Checks: \$10,795.74

New Gift Checks: \$16,458.66

Motion to approve by Linda Logan, seconded by Susan Bressner.

2023 Membership Drive-

Membership Drive is happening now. If you haven't already done so, please get signed up soon! We are looking forward to a great year with our events and new ideas coming soon. Application is on the EBA website. Reminders are being sent out as well.

Marketing plan is being put together, if you have ideas, please send to the EBA email.

EBA TShirt Sales-

Looking for old Eureka business logos to place on tshirts for a fundraiser. Ideas so far- Western Auto, Lightfoot's, Suzie's Café, movie theater, Ben Franklin, Cup and Saucer logo.

Community Guide is coming soon.

Charters of Freedom Wall coming the Upper Lake Park. Purchase a paver!

Follow up from Ulrich Insurance about parade insurance.

Rayna Grady-Guest Speaker-

Came to the City as a Bradley student finishing her Capstone Project. Helped the City by producing a comprehensive Marketing project. Began a career in financial planning at Westpoint Financial. Brought some ideas about marketing for businesses. She is available to present programs for businesses.

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 6/17, 10a-2p- sign ups soon. \$15 for 10x10, \$20 for 10x20 space.

4th of July parade: 4th of July morning, 10 am, start at AC Home

Central IL BBQ Throwdown- July 15th

Taste of Eureka/ Fall Event: September

Fall Pumpkin Giveaway?-

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

New Business:

4th of July parade-\$5 fee for non EBA members. Sign forms coming soon- May/June, press releases and on Facebook

Market Day – June 17 from 10 am – 2 pm. Booth space rental forms are available. A 10 x 10 booth is \$15; and a 10 x 20 booth is \$20. Susan will advertise after Memorial Day

Business updates:

Maple Lawn-

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

Sam Sendra (Heartland Bank)-hiring a PT teller.

Eureka College, Dr. Donna Bradley-

College receiving Accelerator Grant for cyber security course-

Cyber Security course for a fee, will receive a certificate, 18+/employees at businesses in the Tri-County area, all virtual, intensive course- 6 months.

Eureka Public Library, Cindy O'Neill-

Cindy is presenting a local history program on Robert Moody on February 16 at 6 pm.

The library is also hosting a Local Author Fair on February 25.

Store Next Door/Etc. Shop, Jaimie McFarlin-Easter items coming

Eureka Events Committee- renting land from the college

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