

Minutes from EBA meeting held May 18, 2023

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

12 members in attendance, including 3 Board members:

Jaimie McFarlin (Store Next Door/ Etc. Shop), Erin Ziegenhorn (CEFCU), Cindy O'Neill (Eureka Public Library), Sam Sendra (Heartland Bank), Beth Miller (Historical Society), Chelsea Miller (Carle Eureka), Hannah McKenny (AC Home), Linda Logan (City of Eureka), Eric Lind (City of Eureka), Tim Funderburk (Edward Jones), Susan Bressner (Eureka College), Sara Haar (Michael's).

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

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

Statements ending 4/30/23:

Ending balances-

General Fund: \$7,755.76

New Gift Checks: \$13,503.66

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

Please see the email Cindy sent out about gift checks and how to use them.

Motion to approve by Linda Logan, seconded by Beth Miller -financial reports approved for April and May this month.

2023 Membership Drive-

We are still taking memberships (we take them all year in the event of new businesses or someone wants to join late), but we have finished the drive. We are at 73 businesses, which is about normal over the years. It is higher than 2020, but lower than last year. Please continue spreading the word for new businesses coming into town or within the Dist. 140 area. We love our members and want to help promote our businesses.

EBA T-shirt Sales-

We have a few options on the table for this fundraiser. The Board has narrowed it down to a few and will be getting this ready to roll soon!

We are planning on a t-shirt with all EBA business names (as of 5/17/23). Great way to promote our membership and Eureka! Details soon!

Guest Speaker- no speaker 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: Saturday of Father's Day weekend 6/17, 10a-2p/pretty full! If you are a business with sidewalk space along Main St, please consider allowing your space to have a Market Day spot. Contact Susan if interested!

4th of July parade: 4th of July morning, 10 am, start at AC Home. Route has been reworked just a bit to alleviate congestion at Cruger and Hilldale (end of route by High School). Please see attached map and sign up on Sign Up Genius if you plan on participating. We will need volunteers for help with parade lineup. Looking to have at least 7-8 people.

Central IL BBQ Throwdown- July 15th, signups are live. This is held at Eureka College back behind the gym and around the baseball and softball fields.

Taste of Eureka/ Fall Event: September

Fall Pumpkin Giveaway?-

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

New Business Committee-

New Business:

Any ideas for the upcoming holidays? Send them to us!

Update on Community Guide- We got some bad news as the Journal now is down to 1 person who usually works on the Guide with us. They have eliminated a position. The

Guide may be in jeopardy this year, but there is a possibility it won't happen going forward. We are still collecting information but have also come up with some ideas to take its place. If you have any ideas, please let us know.

New Business Committee- We discussed at length what we could do for new businesses. We have at least 4 new businesses coming to our city in 2023. Susan, Tim, and Eric all had good ideas. We will be bringing back grand opening ribbon cuttings. We considered giving new businesses their "first" dollar. We talked about setting up a new committee to plan ribbon cuttings and to reach out to new businesses about EBA (we need volunteers!). We considered waiving the EBA fee for the first year. We talked about celebrating business milestones with a gathering of city officials and EBA members. Please reach out to us with your thoughts about a new business committee and what we can be doing. The ribbon cuttings got away from us as Covid shut things down and now we'd like to start the celebrations again.

WMBD/Fox 43 does a Road Trip segment that goes to local communities and highlights the community. Eureka is going to be apart of this! They will be highlighting our 4th of July celebration and taking that time to put the spotlight on Eureka. There is a 3-month commitment at **\$1600 per month**. We are not sure if Jaimie mentioned this at the meeting or if just the \$1600 fee was mentioned. We motioned to approve the fee, but we should reapprove the 3-month commitment at \$1600 a month, if the 3-month commitment was not mentioned.

Business updates:

Cindy O'Neill (Eureka Public Library)-

The Summer Reading program is almost upon us. May 15th began registration. They have a new smartphone app to log your minutes this year. June 1st is the kickoff with entertainment and snacks outside the library under the new gazebo. AC Home is sponsoring. Rain date is June 6. Art at the Bodega will have some classes coming up at the library, look for more information. Cindy will do a presentation about Lake Eureka history on June 15th at 6 pm.

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

Etc. Shop will be celebrating their 45th anniversary with a parking lot party June 24, 10-2 with ice cream from Uncle Bob's and entertainment. They will be closed to prepare for Christmas in July June 26-29th. They will be closed for a long weekend May 25-29th.

Linda Logan (City)-

Pavers for the Veterans Memorial at the Lake can honor any person/place/event, please order if you were thinking about one.

Hannah McKenny (AC Home)-

I apologize Hannah if this is wrong, please email me and I can send out something else-The AC Home has an opening, contact them for information.

Meeting adjourned at 9:13 am. Motioned by Sam Sendra, seconded by Beth Miller.