

CITY OF LEBANON
DOWNTOWN BUSINESS DISTRICT ADVISORY BOARD
JANUARY 6TH, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on January 6th, 2021 at 8:30 a.m. in the Lebanon City Hall, located at 401 South Jefferson Avenue.

ROLL CALL AND DECLARATION OF A QUORUM

Upon roll call, the following board members were present: Michelle Boyer, Ed Brackett, Amy Dent, Steve Hite, Ginger Johnson, Laura O'Quinn, Chris Walters; Absent: Melody Allen, Gay Boston.

A quorum was declared.

Staff members and others in attendance: Downtown Business District Executive Director Ashton Light, City Administrator Mike Schumacher, Administrative Assistant to the City Administrator Ashley Sicard, John Karch, Donna Karch, Melinda Fries, Nicole Walters, Beth Chism, Rebecca Rupard, and Jessica Doing.

Minutes were taken by Downtown Business District Executive Director Ashton Light.

APPROVAL OF MINUTES

Chris Walters moved and Laura O'Quinn seconded that the Board approve the December 2nd, 2020 meeting minutes as presented. Motion carried as follows: Yea: (7) Boyer, Brackett, Dent, Hite, Johnson, O'Quinn, Walters; Nay: (0) None; Abstain: (0) None; Absent: (2) Allen, Boston.

DISCUSSION ITEMS

Christmas on Commercial Street Update

The event in December was discussed and that it went well despite the poor weather. Hite thanked everyone who took part and made it such a success. The survey responses from business owners and the community were briefly discussed. Light mentioned that buying a new 30-40 foot tree for Downtown would cost between \$30 and \$50,000. It was decided that the District did not currently have the resources for that sort of investment. Other ideas mentioned were planting a tree near the Farmer's Market and having a competition in which community members would submit a photo of a tree they had on their land. The board would decide a winner and that tree would be cut down and transported to Downtown by the City. The first meeting for the 3rd Annual Christmas on Commercial Street will be Thursday, January 7th at 9:00 am.

Social Media and 2020 Attendance Update

Light shared that the Downtown social media is at 562 followers on Instagram and 1,798 likes on Facebook. Light also shared the attendance records for 2020 Board Meetings. The average percentage attendance for board members was 79%, and the average number of

community members in attendance was 6.8. At the Missouri Main Street meeting there were over 40 people. The Lebanon Area Foundation budget for Downtown through the anonymous donation was also discussed. The District has spent \$16,320 so far on the Missouri Main Street Community Empowerment Grant and LAF Fees, leaving \$183,680 for 2021.

Merchandise Strategy

The Promotions Committee presented the idea of having each business have unique items with the Downtown logos. After input from Schumacher, Boyer, and Hite, the board discussed stepping back from using the merchandise as a fundraiser and instead making the products available to anyone. Bracket motioned to let whoever wanted to use the brand use it and to have business owners contact Results to purchase merchandise with the brand. O'Quinn seconded the motion and motion passed unanimously.

Goals for 2021

Light discussed her goal of meeting with the business owners. It was decided that once a month was too often and that she would meet with each business owner on a quarterly basis. She will have an agenda for these meetings that includes what the business owner needs from us and use this as an opportunity to recruit businesses to meetings and events. The addition of planters and benches was also discussed. Schumacher will check in with the grant through which the District would receive benches and planters at no cost. It was also decided to wait until the District has Missouri Main Street's input to make any purchases. Hite indicated that his goal for 2021 is to put in place a long-term plan by the end of the year.

"New Year, New You" Campaign

Light talked about wanting to do a monthly social media campaign or event for the Downtown District. For January, the Promotions Committee decided on the "New Year, New You" theme. The social media campaign will encourage those who have made resolutions to become a better version of themselves, while encouraging them to shop Downtown. A walking trail in the Downtown District was also discussed to promote being active in the New Year. The ideas mentioned were having markers along the trail, in store windows or on the sidewalk, to indicate how far the walkers had gone. After three months or so, there will be a prize for those who walked the trail the most.

E-Newsletter

There will be a monthly E-Newsletter sent out on the 15th of every month. This will talk about the current campaign of the month, as well as what to expect for the next month. It will include ads sent in by the Downtown businesses and what new things are happening Downtown. This newsletter will be sent out to businesses, anyone in the email database and put on social media with the option to subscribe.

Schedule MMSC Meeting

Missouri Main Street Connection will meet with the Board in February to discuss a start-up plan. This meeting will be virtual. Three date options were decided on to send to MMSC.

POSSIBLE ACTION ITEMS

Façade Grant Final Application

A motion passed unanimously to approve the Façade grant application and guidelines.

Payment to the City

A motion passed unanimously to approve the payment to the city for the water tower of \$39,500 using the anonymous donation funds.

ADJOURNMENT

Meeting was adjourned at 9 : 42 A.M.



Chairman Steve Hite

ATTEST:



Minutes Approved FEBRUARY 3RD, 2021

Secretary-Treasurer Ginger Johnson

