

CITY OF LEBANON  
DOWNTOWN BUSINESS DISTRICT PROMOTION COMMITTEE  
FEBRUARY 8, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on February 8, 2021 at 9:00 a.m. in Jude's Coffee Company located at 211 East Elm Street.

ROLL CALL AND DECLARATION OF A QUORUM

Upon roll call, the following committee members were present: Michelle Boyer, Jennifer Early, Jamie Johansen, and Ashley Sicard; Absent: Amy Dent and Jessica Fox.

A quorum was declared.

Staff members and others in attendance: Downtown Business District Executive Director Ashton Light and Lebanon Tourism Director Rebecca Rupard.

Minutes were taken by Downtown Business Executive Director Ashton Light.

APPROVAL OF MINUTES

Michelle Boyer moved and Jamie Johansen seconded that the Promotions Committee approve the January 25, 2021 meeting minutes as presented. Motion carries as follows: Yea: (4) Boyer, Early, Johansen, Sicard. Nay (0) None; Abstain (0) None; Absent: (2) Dent and Fox.

DISCUSSION ITEMS

February Business E-Newsletter

Light discussed sending out the community newsletter and the committee suggested adding a graphic with contact information on how the community could get involved. The committee decided to keep the business newsletter focused on upcoming events, updates, and meetings.

Chocolate Walk Update and Promotion

Light updated the committee on the 20 businesses participating in the February Chocolate Walk. The committee suggested putting flyers up in businesses around town outside of the District that have a flyer board.

Spring Open House Planning

Because of the unpredictable weather in March, the committee decided against bounce houses or outdoor activities other than the food trucks at the Spring Open House event. The committee discussed having the food trucks on Madison Street and potentially near the Post Office if electric is available.

Bingo Idea

Light discussed an idea given by Missouri Main Street to have a social media campaign with a bingo game. The committee discussed having such event in the future months without in-person events.

April Food Truck Fun Day

Light informed the committee on the price of options for inflatables. The committee decided to confirm one bounce house for the event. They suggested the businesses further from the food trucks giving coupons or business cards to the food trucks to disperse to customers.

Route 66 Downtown Cruise Update

Light confirmed that Phat Mike and the Bartenders would be the band performing the night of this event. The committee discussed ideas for banners, including adding banners to light poles. The issue of lighting and electric for the concert was also discussed, as well as seating. The committee decided to offer limited seating and advertise to bring your own lawn chair.

Bumper Sticker Idea

Light explained a fundraiser idea done by another Missouri Main Street community. The committee discussed having students enter in a competition for the design of the sticker. The committee suggested the sticker be bought for laptop, store window, and water bottles. Tourism Director, Rebecca Rupard, offered tumblers for giveaways. The committee also discussed getting the word out about what Downtown had to offer through flyers to Bennett Spring locations that were willing to distribute those. It was also suggested to post the flyer link to Facebook so visitors could have a digital copy.

POSSIBLE ACTION ITEMS

None

ADJOURNMENT

Meeting was adjourned at 9:39 A.M.

  
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Chairman Michelle Boyer

ATTEST:

  
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Executive Director Ashton Light

Minutes Approved MARCH 29, 2021