

CITY OF LEBANON
DOWNTOWN BUSINESS DISTRICT PROMOTION COMMITTEE
MARCH 29, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on March 29, 2021 at 10:30 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, Lebanon Tourism Director Rebecca Rupard and Melinda Fries.

Minutes were taken by Downtown Business Executive Director Ashton Light.

APPROVAL OF MINUTES

Jamie Johansen moved and Ashley Sicard seconded that the Promotions Committee approve the February 8th, 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

May Historic Walk Details/Ideas

The May historic walk was discussed along with options for the presentation of information, sources for historic information, and how to present the trail. The committee discussed having QR codes, photos and information on flyers in each of the participating businesses windows. Jennifer Early offered for Laclede County Record to print the flyers on 11x17 paper. The committee also discussed digital sources for maps and guides.

College Community Days

Light presented a new event opportunity for college aged individuals and for recruitment to the local colleges. Light explained the ideas that had been discussed so far, including a color run, live music, painting activities, and dunk tanks.

Calendar of Events

The committee walked through the calendar of events for the next year to discuss the best options for dates. The committee discussed keeping Food Truck Fun Days and coordinated open houses, as well as having four large annual events.

Ideas for 2022

The committee proposed having a Trout Festival during opening weekend of Trout season, as well as keeping the Route 66 Festival, College Community Days and Christmas on Commercial Street events.

The Hive Features

Jamie Johansen proposed her idea of having Honey Creek Media run a campaign to feature Downtown businesses every other month. This campaign would tell the story behind each business through a five-minute video. The committee also discussed having corporate sponsors for the series.

POSSIBLE ACTION ITEMS

Food Truck Fun Day Location

Michelle Boyer motioned to have the Food Truck Fun Days remain at the corner of Madison and Commercial Street to keep uniformity in events. Jamie Johansen seconded the motion and the committee voted unanimously for this location.

District Dash Prizes

Jennifer Early motioned to approve the District Dash March prize be transferred into April if there are no entries in March. Michelle Boyer seconded the motion and the committee voted unanimously for this location.

ADJOURNMENT

Meeting was adjourned at 11:46 A.M.



Chairman Michelle Boyer

ATTEST:



Executive Director Ashton Light

Minutes Approved MAY 18, 2021