

CITY OF LEBANON
DOWNTOWN BUSINESS DISTRICT ADVISORY BOARD
APRIL 7, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on April 7, 2021 at 8:30 a.m. in The Rail 1868 Restaurant and Tavern located at 123 West Commercial Street.

ROLL CALL AND DECLARATION OF A QUORUM

Upon roll call, the following board members were present: Melody Allen, Michelle Boyer, Ed Brackett, Amy Dent, Steve Hite, Ginger Johnson, and Chris Walters; Absent: Gay Boston. Beth Chism joined via phone call and did not participate in action items pursuant to RSMO 610.015.

A quorum was declared.

Staff members and others in attendance: Downtown Business District Executive Director Ashton Light, Jamie Johansen and Valerie Howe.

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

APPROVAL OF MINUTES

Ginger Johnson moved and Ed Brackett seconded that the Board approve the March 3, 2021 meeting minutes as presented. Motion carried as follows: Yea: (7) Allen, Boyer, Brackett, Dent, Hite, Johnson, Walters; Nay: (0) None; Abstain: (0) None; Absent: (1) Boston.

PRESENTATION ITEMS

Hutson Law Firm on Formation of 501c3

Hutson Law Firm was unable to attend the meeting, but the board discussed the formation of a 501c3 for Downtown Lebanon. The reasons presented were ease of access, requirement by Missouri Main Street Connection and ability to apply for grants. The board also discussed the requirements of the application. The board discussed the name of the non-profit, the registered agent, the incorporators and the dissolution.

Jamie Johansen on Downtown Business Feature Series

Light and Johansen discussed an idea on telling the story of the Downtown District. Johansen presented that Honey Creek Media could do a campaign video series featuring Downtown businesses and the stories behind what they do and how their business was formed. Options discussed included getting sponsors to pay for the entire series, or to have business owners pay for a portion or all of their individual feature. The board agreed that it was a great idea, but it should be put on hold until Missouri Main Street helped create a plan.

DISCUSSION ITEMS

Budget and Social Media Update

Light, Hite, and Chism went through the details of the three budgets available to the Downtown Business District. The board discussed focusing their time and efforts on the anonymous donation budget and on the non-profit budget once formed.

Economic Inventory

Light presented that Missouri Main Street suggested each board member sitting down with business owners to help fill out business and building inventory forms. The board discussed focusing on those that were vacant or for lease.

Upcoming Events

The advisory board discussed the upcoming Food Truck Fun Day and the current lack of vendors. They discussed the pros and cons of cancelling the event. The board also discussed various sources of advertising and whether or not to go through with each.

Town Hall Meeting Campaign

The board discussed the importance of getting the word out to the community about this meeting. Light shared that it was on social media, would be delivered to businesses via flyers, would be presented to civic clubs, and is featured in the newspaper and on the radio. Hite suggested that each board member bring at least five people with them, and that the goal would be to have attendance of 100 to 150.

Façade Improvement Program Update

Light updated the board that there had been 24 businesses request applications and one had been submitted. The design committee let the board know that they planned to have one or two meetings to look over the applications before they would be voted on at the next board meeting.

POSSIBLE ACTION ITEMS

Food Truck Fun Day Event Budget

The board unanimously agreed not to cancel the event. They agreed not to have radio or newspaper ads. Hite offered for First State Community Bank to sponsor the event. The board also unanimously decided to combine the Food Truck Days with Open House events in the future.

Port-A-Jon Payment for March Into Spring Open House

Light explained that she had thought the portable toilet had cancelled for the Spring Open House event, but they ended up bringing it to the event. The board unanimously voted to pay the \$60 invoice for Get-Er-Dun Jons at the Spring Open Houses.

Name and Address of Downtown 501c3

The Downtown District Advisory Board unanimously voted for the name of the 501c3 to be Lebanon Main Street. They unanimously agreed that the registered agent be Kevin Allen and that the incorporators are Steve Hite, Ed Brackett, and Ashton Light.

ADJOURNMENT

Meeting was adjourned at 9:51 A.M.



Vice Chairman Ed Brackett

ATTEST:



Secretary-Treasurer Ginger Johnson

Minutes Approved _____ MAY 5, 2021 _____

