

CITY OF LEBANON
DOWNTOWN BUSINESS DISTRICT PROMOTION COMMITTEE
MAY 19, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on May 19, 2021 at 10:00 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, Melinda Fries, Rebecca Rupard and Ashley Sicard; Absent: Amy Dent, Jessica Fox and Jamie Johansen.

A quorum was declared.

Staff members and others in attendance: Downtown Business District Executive Director Ashton Light.

Minutes were taken by Downtown Business Executive Director Ashton Light.

APPROVAL OF MINUTES

Rebecca Rupard moved and Melinda Fries seconded that the Promotions Committee approve the March 29, 2021 meeting minutes as presented. Motion carries as follows: Yea: (5) Boyer, Early, Fries, Rupard, Sicard. Nay (0) None; Abstain (0) None; Absent: (3) Dent, Fox and Johansen.

DISCUSSION ITEMS

Calendar for 2021 and 2022

The committee discussed the large events for the remainder of 2021 and for 2022. The committee discussed the importance of getting those dates finalized so that sponsorship tiers and calendars for vendors could be sent out early. The committee discussed moving the Fall Open House on September 11th to avoid Labor Day Weekend. The committee also discussed the addition of a Trout Fest in March of 2022 and a Fall Festival in October of 2022, to bring four major annual events to Downtown.

Route 66 Update

The committee did not have time to review the Route 66 update.

Food Truck Friday Sign-Up

Rupard offered to look into other options for the handling the bathroom locks during and after the Food Truck Friday events.

POSSIBLE ACTION ITEMS

Route 66 Budget

Rebecca Rupard moved and Ashley Sicard seconded to approve the budget of \$4,392 pending cost of t-shirts for the Route 66 Festival Downtown Cruise. The Promotion Committee unanimously approved.

Temporary Signage

Michelle Boyer motioned and Melinda Fries seconded to approve the purchase of four sandwich board temporary signs for events in Downtown Lebanon. The committee unanimously approved with the suggestion of finding ones that were weighed down and magnetized.

ADJOURNMENT

Meeting was adjourned at 10:56 A.M.


Chairman Michelle Boyer

ATTEST:


Executive Director Ashton Light

Minutes Approved JUNE 11, 2021