

CITY OF LEBANON
DOWNTOWN BUSINESS DISTRICT PROMOTION COMMITTEE
JULY 22, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on July 22, 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, Jamie Johansen, Rebecca Rupard and Ashley Sicard; Absent: Amy Dent, Jessica Fox, Melinda Fries.

A quorum was declared.

Staff members and others in attendance: Bethany Cranmer

Minutes were taken by Administrative Assistant to the City Administrator Ashley Sicard.

APPROVAL OF MINUTES

Jennifer Early moved and Jamie Johansen seconded that the Promotions Committee approve the June 23, 2021 meeting minutes as presented. Motion carries as follows: Yea: (5) Boyer, Early, Johansen, Rupard, Sicard. Nay (0) None; Abstain (0) None; Absent: (3) Dent, Fox, Fries.

DISCUSSION ITEMS

Chair Ideas for Trout Fest Volunteer Meeting

There was discussion about putting the chair for Trout Fest on hold.

Event Volunteer Committee Sign-Up

The event volunteer sheet was mentioned for sign-ups if there was anyone else who might be interested since everyone on the promotions committee had already signed up.

Any New Business

Ashley Sicard mentioned changing up the Food Truck Friday events for next year and only doing first Fridays of the month since having them every Friday is not getting well attended. Jamie Johansen suggested doing the event at lunch time as Friday's are very busy for restaurants and would give people another option since the lines are so long. There was discussion about the BBQ competition and moving it to the Trout Festival date since there would be back-to-back events in September or another big event to draw an even bigger crowd.

POSSIBLE ACTION ITEMS

Participation in LHS Alumni Friday Night Event

There was discussion about whether to participate in the Friday Alumni event, but it was concluded to keep it simple this year since there wasn't a lot of time. Businesses will be encouraged to have yard games, decorate store fronts, and possibly music or a DJ if there is a sponsor. It is suggested to have Commercial Street shut down for this event.

Fall Open House Activities

The Fall Open House date was brought up as it conflicts with a couple of businesses regularly scheduled Fall Open Houses. Michelle Boyer stated that a survey was sent out to decide the dates for the open houses. Jamie Johansen said that the Fall Open House date has already been advertised and should keep the date as planned this year, but if those stores want to do their own or participate in both, then that is great too. After this year's Fall Open House, the date can be reevaluated for next year.

Christmas on Commercial Street Budget and Sponsorships

The budget and sponsorships for last year's Christmas on Commercial Street event was discussed. Ashley Sicard is going to check to see if downtown has received any sponsorships for this year and check the status on a Christmas tree. Jennifer Early set a Christmas on Commercial Street committee meeting for Wednesday, August 11th at 10:00 am at Jude's.

ADJOURNMENT

Meeting was adjourned at 11:04 A.M.


Chairman Michelle Boyer

ATTEST:


Executive Director Ashton Light

Minutes Approved AUGUST 18, 2021