

CITY OF LEBANON
DOWNTOWN BUSINESS DISTRICT PROMOTION COMMITTEE
JANUARY 11, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on January 11, 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: Jennifer Early, Jessica Fox, Jamie Johansen, and Ashley Sicard; Absent: Michelle Boyer and Amy Dent.

A quorum was declared.

Staff members and others in attendance: Downtown Business District Executive Director Ashton Light, Nicole Walters, Melinda Fries, and Carol Barsby.

Minutes were taken by Downtown Business Executive Director Ashton Light.

APPROVAL OF MINUTES

Jessica Fox moved and Ashely Sicard seconded that the Promotions Committee approve the December 28th, 2020 meeting minutes as presented. Motion carries as follows: Yea: (4) Early, Fox, Johansen, Sicard. Nay (0) None; Abstain (0) None; Absent: (2) Boyer and Dent.

DISCUSSION ITEMS

January E-Newsletter

The contents of the January E-newsletter to be sent out that week were discussed. It was suggested that Light add a short video clip of a look back on 2020, as well as a Christmas on Commercial Street thank you and photos.

New Year, New You Progress

The business participation was discussed, with the suggestion to reach out again to businesses that really fit into the theme for that month for promotions. Ideas for the walking trail, or walk-a-thon, were also discussed. Ideas introduced were to put a map on social media containing the start, stop and points along the route. Businesses that wanted to participate could also have a sign in their window with the distance up to that point for people to take a selfie in front of. Johansen offered to make the video for the introduction of the walking path. The trail should start at Hogan Land Title beside the mural. There would be a hashtag with the name of the trail (Downtown District Dash). If participants post a selfie with that hashtag, they would be entered to win a t-shirt.

February Indulge Yourself Ideas

The focus of February's campaign would be on taking a load off the community's shoulders. The District could promote businesses that offer services, such as taxes and real estate, that help with stressful tasks.

Chocolate Walk

The Chocolate Walk will be Friday, February 12th from 5-7 pm. Light would walk door-to-door with the flyer to encourage business participation. Businesses would offer chocolate and refreshments of some sort and it would be promoted as a date-night or a last-minute shopping opportunity.

Route 66 Downtown Cruise Donations and Budget

The plan of action for the Route 66 Downtown Cruise was discussed. The flyers needed to be made first, then contact the potential vendors to figure out costs. Once a budget was formed, the committee would contact potential donors. Three levels of donations were discussed, with the title donor being the largest. The creation of a banner with the event name and name of donors was also suggested.

POSSIBLE ACTION ITEMS

None

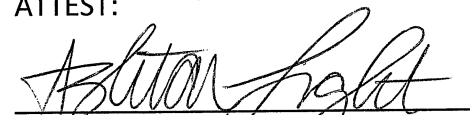
ADJOURNMENT

Meeting was adjourned at 10:17 P.M.



Chairman Michelle Boyer

ATTEST:



Executive Director Ashton Light

Minutes Approved January 25, 2021