

CITY OF LEBANON  
DOWNTOWN BUSINESS DISTRICT PROMOTION COMMITTEE  
JANUARY 25<sup>TH</sup>, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on January 25<sup>th</sup>, 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, Nicole Walters and Lebanon Tourism Director Rebecca Rupard.

Minutes were taken by Downtown Business Executive Director Ashton Light.

APPROVAL OF MINUTES

Jamie Johansen moved and Jennifer Early seconded that the Promotions Committee approve the January 11<sup>th</sup>, 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

January Update

Light discussed the progress of the Downtown District Dash and January E-Newsletter. The committee decided to offer prizes for the Downtown District Dash at the end of every month and continue to do so indefinitely.

February E-Newsletter

The committee decided to change the date of the community E-newsletter to be sent out the first of the month. It was decided to keep the business newsletter at mid-month so that businesses can plan for the next month.

February Indulge Yourself Ideas

It was discussed to keep the theme focused on the businesses that offer services helping the community to relieve stress for the month of February.

Chocolate Walk Update and Promoting Event

Light updated the committee on business participation. The committee decided to extend promotions and flyers to other businesses with boards outside of the District to gain exposure.

Potential Ag Days in October

There were several ideas discussed regarding an Agriculture Days in October. Light proposed that the FFA and 4H students get involved with demonstrations, petting zoos, and activities to educate the community about agriculture. A Farm to Table event was proposed for that evening.

150<sup>th</sup> Anniversary Celebration of Lebanon Schools September

Light discussed the alumni event that would be occurring in September for the 150<sup>th</sup> Anniversary Celebration of Lebanon Schools. Light discussed that the parade will go through portions of the Downtown District. The committee decided that the campaign theme for September could highlight current and past Lebanon students.

Businesses Outside of District

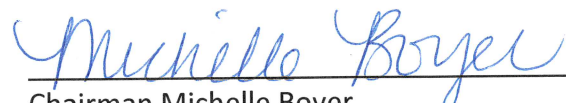
The Promotion Committee agreed to recommend to the Board that participation in Downtown events be limited to those who are located within the District during the event. No decision was made on the acceptance of sponsorships and donations from businesses outside of the district.

POSSIBLE ACTION ITEMS

None

ADJOURNMENT

Meeting was adjourned at 12:19 P.M.

  
\_\_\_\_\_  
Chairman Michelle Boyer

ATTEST:

  
\_\_\_\_\_  
Executive Director Ashton Light

Minutes Approved FEBRUARY 8<sup>TH</sup>, 2021