

DOWNTOWN BUSINESS DISTRICT PROMOTION COMMITTEE

MEETING MINUTES

January 25, 2022

The Downtown Business District Promotion Committee met on Tuesday, January 25, 2022 at 8:30 a.m. at Jude's Coffee Company. The following committee members were present: Michelle Boyer, Ashley Sicard, Rebecca Rupard, Joanna Wilkinson, and Melinda Fries. Absent members: Jennifer Early. Minutes were recorded by Executive Director Cynthia Coffman.

Approval of Minutes

Michell Boyer moved, and Rebecca Rupard seconded, adoption of the October 27, 2021 meeting minutes. The vote to approve was unanimous. Joanna Wilkinson moved, and Ashley Sicard seconded, adoption of the December 27, 2021 meeting minutes. The vote to approve was unanimous.

Chocolate Walk plans

The second annual Chocolate Walk was scheduled for Saturday, February 12 during business hours. Participating stores will be given a flyer to place in their window so walkers can stop in for chocolate. There will be drawing for prizes; no purchase is necessary.

TroutFest

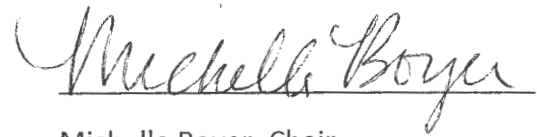
The committee discussed holding a new event known as TroutFest on the weekend after opening day of trout fishing season. Coffman offered that the Organization Committee suggested waiting until March 2023 to hold the first TroutFest. This is expected to be a big event on a par with Route 66 Festival Cruise and Christmas on Commercial. Local boat manufacturers will be invited to partner in the event and designate an employee to help in the planning process. Lebanon's event may be modeled on Cassville's successful trout festival being held in June; several committee members said they hoped to attend Cassville's event to observe how they organize things and to get ideas.

Route 66 Festival updates

Rebecca Rupard discussed plans for a coordinated community approach to the Route 66 Festival. She shared plans made so far by the Route 66 Festival committee. The theme is Eastbound and Down and will feature vehicles from the movie Smokey and the Bandit. There will be a parade on Saturday morning, followed by a car show at Nelson Park and evening concert there by Dawson Hollow. The Route 66 Festival has a t-shirt design and also will sell caps. The Promotion Committee talked about selling a commemorative item to raise funds for Downtown Lebanon. Many ideas were offered and a Route 66 canvas bag seemed popular. It was noted that Results Advertising has the Downtown Cruise logo.

Adjournment

The meeting was adjourned at 10:05 a.m.



Michelle Boyer, Chair

ATTEST:



Executive Director Cynthia Coffman

Minutes Approved March 14, 2022