

CITY OF LEBANON
DOWNTOWN BUSINESS DISTRICT PROMOTION COMMITTEE
JUNE 23, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on June 23, 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: Michelle Boyer, Amy Dent, Jennifer Early, Rebecca Rupard and Ashley Sicard; Absent: Jessica Fox, Melinda Fries, and Jamie Johansen.

A quorum was declared.

Staff members and others in attendance: Downtown Business District Executive Director Ashton Light. Bethany Cranmer, and Merri Hess.

Minutes were taken by Downtown Business Executive Director Ashton Light.

APPROVAL OF MINUTES

Ashley Sicard moved and Amy Dent seconded that the Promotions Committee approve the June 11, 2021 meeting minutes as presented. Motion carries as follows: Yea: (5) Boyer, Dent, Early, Rupard, Sicard. Nay (0) None; Abstain (0) None; Absent: (3) Fox, Fries and Johansen.

DISCUSSION ITEMS

Route 66 Festival Update and Review

The committee discussed the successes of the Route 66 Festival and things to change for next year. Overall, the committee felt that blocking Commercial Street was a success and should be considered for Christmas on Commercial Street. There was a suggestion to have dance teams next year up and down the street. It was suggested to encourage the restaurants to have fast food and take out so that participants can still walk and eat. Rupard suggested emailing the vendors to thank them for coming and have them put the event on their calendar for next year. The serving of alcohol on the sidewalk outside of restaurants was also discussed, with comments that it went over well. The committee estimated that there were 2,000-3,000 people at the event, with over 100 classic cars present.

Ideas for the LHS Alumni Association Event

The committee discussed ideas for the Friday night before the LHS Alumni Association 150th Celebration. Light shared that the City Administrator, Mike Schumacher, suggested a BBQ cook-off in the fall and could tie into this event. Rupard suggested to look further into the details and if there would be difficulty pulling it off. Other suggestions for the event were one or two DJ's playing music from every era, the Civic Clubs serving food, and a nostalgia theme with trivia on historic buildings, prices, and more throughout the Downtown businesses.

Brainstorm July Social Media Themes

The committee discussed ideas for social media for the month of July, since there will be no events to promote. One idea that was discussed was Dog Days of Summer or Dogs of

Downtown in which participants would post pictures of their dogs in the District or their favorite shops. Several contest ideas were discussed, in which the prize would be a Downtown tumbler. Those ideas included a photo contest with photos of Downtown and posting a patriotic photo. The committee suggested that the photo with the most likes win the tumbler. Rupard gave the idea of Christmas in July to promote Christmas on Commercial Street early.

Business Interview Schedule for Social Media

The committee discussed strategies for telling the stories of businesses on social media. It was suggested to start with the businesses that were family-owned and had been around the longest. Hess suggested telling stories that tie different businesses together, for example, the vault in Layla's was the original vault for the bank. It was also suggested to do a story on the history of the H.D. Lee building.

Any New Business

None

POSSIBLE ACTION ITEMS

Methods to Create Christmas on Commercial Street Volunteer Committee

Michelle Boyer motioned to have a Downtown-wide meeting to discuss future events, including Christmas on Commercial Street, and have the attendees sign up to volunteer for whichever committees they would like. At this meeting, the committee would also ask for volunteers to chair each event. If more than one volunteer to chair, there will be a silent poll to vote on who will be chair. Rebecca Rupard seconded the motion and the committee unanimously approved.

ADJOURNMENT

Meeting was adjourned at 10:12 A.M.


Chairman Michelle Boyer

ATTEST:

Executive Director Ashton Light

Minutes Approved JULY 22, 2021