

CITY OF LEBANON
DOWNTOWN BUSINESS DISTRICT ADVISORY BOARD
October 7, 2020

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on October 7, 2020 at 8:30 a.m. in the City Hall Council Chambers located at 401 South Jefferson.

ROLL CALL AND DECLARATION OF A QUORUM

Upon roll call, the following board members were present: Gay Boston, Michelle Boyer, Ed Brackett, Amy Dent, Steve Hite, Ginger Johnson, Laura O'Quinn, Chris Walters, and Melody Allen; Absent: None.

A quorum was declared.

Staff members and others in attendance: Downtown Business District Executive Director Ashton Light, Stacy Harrill, Valerie Howe, Jennifer Early, Beth Chism, John Karch, Donna Karch, and Ashley Sicard.

Minutes were taken by Downtown Business District Executive Director Ashton Light.

APPROVAL OF MINUTES

Chris Walters moved and Ginger Johnson seconded that the Board approve the August 12, 2020 meeting minutes as presented. Motion carried as follows: Yea: (9) Boston, Boyer, Brackett, Dent, Hite, Johnson, O'Quinn, Walters; Allen Nay: (0) None; Abstain: (0) None; Absent: (0) None.

DISCUSSION ITEMS

Community Empowerment Grant Application

The Community Empowerment Grant Application was discussed by Light and Hite. Each board member was to find two or three representatives of the community to include as volunteers in the grant application. The "Need and Potential" sections of the application were also discussed by the board.

July Downtown Business District Budget

Light discussed that the budget currently does not include donations to the Director's position, but the expenses do reflect the salary. The yearly budget was discussed by Hite and what portions to include in the projected budget on the grant application.

Committee Updates

Each of the committee chairs updated the board on the people they had contacted and who had agreed to be members of their committees. The design committee is to look up options for a Christmas tree for Downtown events and to be considering the stipulations for façade grants. The economic vitality committee discussed brainstorming businesses to recruit to our Downtown. Hite suggested the committee members meet with Light to figure out what the first steps for each will be.

Downtown Merchandise

Light discussed the best way to go about selling Downtown merchandise. It was decided that store owners could contact the promotions committee, to purchase Downtown merchandise. This allows the board to have a better system of tracking what is being sold.

Downtown Link on Laclede County Record's Website

Beth Chism distributed examples of the Christmas on Commercial Street ads in the Laclede County Record and the citywide open house. Jennifer Early and Chism present the Downtown Lebanon module on the Laclede County Record website and the ads available for Downtown businesses. Hite discussed that this is a good starting point to build up an online presence as we prepare for our own website.

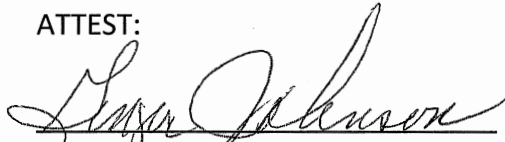
POSSIBLE ACTION ITEMS

None

ADJOURNMENT

Meeting was adjourned at 10:05 A.M.

ATTEST:


Secretary-Treasurer Ginger Johnson


Chairman Steve Hite

Minutes Approved November 4, 2020