

The November Ashland Betterment Coalition Board of Directors met on Monday, November 6, 2023 at Ashland City Hall's Community Room.

Izzy Smith, President called the meeting to order with 4 Board Members in attendance. Izzy Smith, Brittney Harty, Sharon Adams, Loren Plank and Lizzie Benke. Jessica Ward joined a portion of the meeting via FaceTime from Las Vegas while on a work conference. By Jessica joining us, we had enough for a Quorum to vote to approve minutes from the October meeting. They were voted and approved. Galen Wilhoit was unable to attend therefore we did not have a treasurers report. Galen has since said he will email the report to the board for approval. Izzy felt there are no changes since all bills have been paid from summer activities. There will a printing charge coming from Brittney but not available at this time.

We had two visitors at the meeting from the University of Missouri School of Journalism. They are doing a feature story and filmed, asked questions and recorded the meeting for their assignment. Izzy gave a background on our organization and how the The City of Ashland has been involved in our group.

Old Business:

A lengthy and productive discussion on the upcoming event "Rockin With Santa and Reindeer" scheduled for Friday, December 8, 2023 from 5-7 p.m. at "In ANY Event" was fine tuned with some details that still need to be confirmed and final agreements obtained.

Brittney has attempted to get a second main sponsor for the reindeer cost and contacted Kilgore's but has not had a response at this time. She will continue to contact Kilgore's and look for additional sponsors. If necessary, Brittney will also look for sponsors that might be willing to split the \$500 cost to lessen the financial stress on one business. The sponsorships are to offset our cost to have the live reindeer. First State Community Bank is near confirmation and they possibly will have a partner to join in. Debbie is also contacting social media avenues for extra exposure on the event. Local electronic billboards will be available to us and Sharon will contact and send information to them for content of information.

Jessica has secured parking for the event at neighboring businesses. As an alternative to parking in the area, ANY Event Party Bus could shuttle from the Primary School if the school district would allow us to use their lot for attendees to park vehicles. Jessica will finalize this and keep us informed. It would be the ideal alternative to the other parking option.

Tinley's Beverage Trailer is still pending, they cannot take tickets or any type of item in exchange for an alcoholic beverage. In ANY Event would need to purchase the alcohol and when a drink is ordered, there could have a person not affiliated with Tinley to pour the alcohol. It was suggested to offer bottomless cups for purchase for a minimal cost \$5-\$7 per cup. Those could be used for the "spiked" beverages. Want to keep as "Family Friendly" as possible! It was discussed how "FREE" we want to keep the event. Possibly set up a check in table for ticket sales that would include bottomless cup, photo opportunity and possible a family ticket for parents and 3 children etc. this is an area still in the works and will be decided and confirmed very soon. Brittney suggested three different ticket colors for different opportunity of activities. Children tickets would be more affordable plus their cup will be a smaller one. Free photo ticket for the family with donations accepted was also brought up by Izzy.

Non-Alcoholic beverage events for the Tinley Trailer are \$350. Brittney asked about the possibility of a sponsor to offset the cost of the trailer. It was then suggested to approach Woody's about doing the drink area. In ANY Event has partnered with Woody's on a number of events and believe they would be receptive to helping with the alcohol and possibly the entire drink portion of the event. Lizzie Benke's brother owns a distillery and she will check with him about participation in the drink area. Lizzie is going to talk to him about the possibility.

We have Santa and Mrs. Claus secured and they will be a great addition to the event. Brittney ask about the Reindeer owner's wife selling ornaments she makes and Jessica gave approval for that.

We are going to try and get flyers for the event to the school and ask Dr. Tim Roth if we can get them in Friday folders. Sharon will distribute 30 flyers throughout the area.

Continuation with Missouri Main Street project. We have been invited to become an affiliate member of their group. They do require that a representative attend each of their meetings throughout the year. We would be responsible for travel expense for our representative. The attendance fee is \$350 plus travel expense and the meetings are in various areas of the state. Izzy is going to pull together the information and find out what the cost will be to ABC to be an affiliate.

Guidelines For Contribution Requests was tabled at this time.

Holiday Winter Decorations in planter boxes is being coordinated and we have volunteers willing to help do the design. Ashland Garden Club voted "NO" on helping with our Planter Box project. This decision was due to lack of members who are at an

age to physically do work on the project. We are hoping to have the three existing planter boxes decorated by Thanksgiving week and absolutely no later than December 1st. The greens for the boxes will be donated by Donna Wren from her Pine Trees as well as pine cones then cedar from Sharon's property. In ANY Event has outdoor ribbon for bows and other decorations to complete the project.

Brittney found a source to do the small sign stakes for the planter boxes through the Missouri Department of Corrections. If we chose to do this, it would have to be submitted by the City of Ashland and we would pay the cost for the purchase. It will be required to fill out the paperwork, submit the request, get it approved then hopefully get a timeline for receipt of the finished product in a timely manner. Brittney will continue to work on this and Loren will check with the City to see if they would be willing to do the order submission for our organization.

New Business:

Volunteer planter box builders have been secured and will be ready to build the boxes as soon as we get them a design with dimensions and a sample of the material so they know what they are working with. Sharon will pick up all necessary information from Rebekah Hammett to move forward with this project.

We will participate in the Annual Ashland Christmas Parade scheduled for Friday, December 1st. Line-up will be at 5:30 at the Primary School and Parade will proceed down Henry Clay to Broadway to Main Street. A restored vintage pick-up truck owned by Sharon's neighbor, Danny and Patti Thomas will have our sign on the back and be part of the event. We will decide on how much candy to purchase for the event and Danny and his wife will volunteer to drive their truck and throw candy to spectators.

Izzy proposed the meeting to be adjourned and it was seconded and it was a wrap for this month!!!

Respectfully Submitted,
Sharon L. Adams
Secretary