

ASHLAND BETTERMENT COALITION BOARD MEETING AUGUST 5, 2024

The Ashland Betterment Coalition met on Monday, August 5, 2024 at 7 p.m at Ashland City Hall. All board members were present, Izzy Smith, Debbie Mudd, Lizzie Benke, Martha Johnson, Jessica Adams and Sharon Adams. No guests attended this month.

Roll call, minutes and treasurer's report were presented and approved.

The July 4th rescheduled parade was a huge success and Alicia Ozenberger was a great coordinator but need a new coordinator for next year. A few suggestions were discussed but it was a perfect morning and a perfect parade. The Grand Marshals in the SOBOCO High School Cheer Squad did a fantastic job and made ABC very proud for them carrying our banner at the beginning of the parade. Lindsey Morris their coach did a wonderful job bringing this all together and making them the "star of the show"

Jessica gave a wrap-up report on the July 20th "Ignite The Sky" and will follow up with an "in print" report in the near future. There were a few behind the scenes issues that needs to be taken care of for next year and between the parties in disagreement who need to work that out on their own. Traffic control will be a huge item to address for next year. Working with local law enforcement way ahead of time will be important along with other traffic control volunteers in security vest and large cones are a must, A very dangerous situation with people crossing Main Street between the YMCA and Jose' Jalapeno's presented a dangerous situation. We cannot take a chance of an accident. SAFETY FIRST must be a priority!!

Jose' complained that people were using their restrooms to the extreme that it interrupted the flow of customers in the restaurant. Next year a porta-potty needs to be put near their restaurant. The more porta-potties the better to accommodate the crowd we have. We need to have better communication and cooperation with the YMCA. Upon arrival, the "Y" was still open when we were told they would be closed so cars were in the area we needed to set up. The welcome table needs to be moved to the opening to the parking lot so attendees receive direction to events and wrist band/swag bag sales. Martha suggested we have a volunteer schedule giving assignments that are not more than 2-3 hours for each volunteer. It seemed chaotic because we did not have a schedule set up for volunteers and volunteers did not show up after committing. It is a learn as we go and we have great notes to refer to for 2025. Need to come up with a plan to secure volunteer commitments rather than have people say they will be there then not show up. Desperately need to recruit as many face painters as possible to cut down on wait time and number of kids.

Jose' wants to have a designated area for serving alcoholic beverages and that would need to be a roped off area to comply with insurance requirements. An option for Woody's to have an area at the "Y" is another option.

Martha recommended we develop a "check list" once Jessica gets her notes in text and we have something to go by. One important item is we must have designated "Handicap Parking" available and as many spaces as possible. No vendors will be allowed to drive into the parking lot once we are set up and ready to begin. All vendors must not leave until a time of departure is designated. We will establish a vendor's fee for next year and in the future, any event where we have food there will be a fee.

Lawn maintenance at the "Y" in the firework area is a must for safety. Grass was too long to safely set up fireworks.

Brief discussion on the upcoming holiday “Santa and Reindeer” event on December 13th but tabled an in-depth discussion until September, October and November. **As A Side Note, Sharon has contacted Tom’s Traveling Beverages about having their trailer at the holiday event for coffee and hot chocolate beverages. They have put us on their schedule and are willing to pay the \$100 vendor fee plus we do not have to pay money back to them as we did last year. Looking for one other food truck and possibly Chele’s Kettle Corn for evening food and snack options. Open for suggestions if anyone wants to respond.**

A brief discussion of meeting times was touched on so we can have a better opportunity to recruit more volunteers. Martha suggested a brown bag lunch meeting at her bank’s conference room. In addition, a discussion about meeting times came up and we may try moving the meeting up to earlier so those who would like to attend but 7 pm does not work for their schedule. September we will try an earlier meeting time. I will announce closer to the September meeting that we will meet at 5:30 p.m. in the same location.

Martha mentioned there could be some confusion within the community between our organization, the Chamber and even the Park Board their special events committees. Izzy will mention this to the Chamber and see if they would be receptive to a cooperative effort between our two groups and the Park Board as well. It would allow us more man-power in volunteers and more ideas and suggestions to benefit everyone. This could develop into a great opportunity for all three groups.

Tabled a discussion on our continuation with Missouri Main Street into 2025. This will be for a September discussion.

Meeting Adjourned