

## ASHLAND BETTERMENT COALITION

SEPTEMBER 11, 2023

The September meeting of the Ashland Betterment Coalition was held on Monday, September 11, 2023 at Izzy Smith with REMAX Boone Realty 307 East Broadway at 7 pm. with seven members in attendance. Board Members, Izzy Smith, Jessica Adams, Jay Berendzen, Claire Melvin and newly approved Secretary, Sharon Adams. Coalition members Tara Blue and Loren Plank were also in attendance.

First order of business was Izzy confirming there was a need for five Board Members in attendance each meeting for a Quorum. Claire confirmed that was correct.

Izzy Smith read the minutes from the August meeting which were approved by a motion by Claire Melvin and seconded by Jessica Ward.

Galen Wilhoit could not be present so the Treasurer's report was given by Izzy Smith. August's beginning balance of \$17,146.63, the end of month balance was 10,896.63 and the current balance is \$10,033.13. There is one outstanding check in the amount of \$275.00 to A&A Outhouses. A motion was made to accept the minutes as read, Claire Melvin made a motion to approve and Jessica Ward seconded.

Izzy discussed the current situation with Board Members and who is still active and who has resigned. The vacancy of Secretary is now filled by Sharon Adams who was voted and approved on September 11, 2023 to serve the position until 2024.

Izzy discussed grants that could be available to us and she has an overview of an grant that the city of St. Charles, Missouri has used. The idea of a Facade Grant was discussed and some of the guidelines that should be followed within the perimeters of the grant. Grant amounts were touched upon and the time line for how often grant applications would be accepted was discussed and still needs further consideration. St. Charles budget is larger than what we will work with but the guidelines are helpful. The time line for accepting grant applications will be something we will need to further discuss as time moves forward. The Facade Grant is to improve the appearance of the structures in our downtown business district to carry out the objective of the Ashland Betterment Coalition. The grant must be applied for by the property owner not the tenant. It does not include construction improvements or repairs that should fall upon the property owner. It is important that this be made aware of from the beginning so the tenant understands how the grant will work. There are some specific points that need to be clarified. Claire commented on the payback calendar of one year and the positive points of the grant specifics. St. Charles also had a criteria of age of the structure.

Jessica Ward discussed the planters that will hopefully be distributed throughout the downtown business district to brighten and give a cheerful presence throughout the seasons. Currently there are planter boxes located at "In ANY Event", Izzy Smith REMAX and Boone County Journal. Sharon Adams will be contacting prospective locations for planters as soon as there is a accurate breakdown of cost per business and the plan for how the boxes will be decorated throughout the year. Jessica reports just the box itself cost \$400 to build because of the composite material used for the planter. There will be very little maintenance involved because of the weather resistant material. The remaining costs will be for soil, mulch, plants, fertilizer, seasonal décor and maintenance. There will be an maintenance fee. Jessica Ward and Sharon Adams will work to have all numbers available by the next meeting. Materials for seasonal decor' will be of the quality that they can be used for multiple years.

December 9, 2023 will be the holiday event "Santa and Reindeer" which will be held at 114 South Henry Clay Boulevard in the green space behind In ANY Event Floral and Gift Boutique. There will be real reindeer, Santa and Mrs. Claus and much more holiday fun and excitement. Letters to Santa can be collected that evening and then given to Chamber members to answer. Parking was discussed and contacts will be made to neighboring businesses to get permission for overflow parking throughout the evening. Bids will be obtained from photographers to have photos taken throughout the evening. Planning and discussion will continue on this project and an updated report will be given at the October meeting. The company is out of St. Louis who does this event and they have lots of props and festive decorations. Beverage trailers will be invited to attend. May have opportunities for fundraising to offset the costs of the event to our group.

Next meeting will be Monday, October 2, 2023 at 7 pm. at City Hall. An Extra Note, This Is Jessica Ward's Birthday so come celebrate her special day!!!  
A motion to adjourn was given by Izzy Smith, Claire Melvin approved the motion and Jessica Ward second it.

Respectfully Submitted,

Sharon Adams  
Secretary