

**Ashland Betterment Coalition**  
**Monday, December 4, 2023**

The December 4, 2023 meeting of the Ashland Betterment Coalition was held at City Hall. 7 members were in attendance, Izzy Smith, Brittney Harty, Lizzie Benke, Loren Plank, Jessica Ward, Sharon Adams, Claire Linzie and guest Deborah Cochran from In ANY Event.

Meeting was called to order by Izzy Smith, introductions of Board Members and guest were completed and Izzy addressed the topic of previous conversation before meeting on the flier being distributed for Santa and Rockin Reindeer event. It was brought up that the location of the event, which is owned by Board Member, Jessica Ward was not highlighted in the flier lay-out. It was a miss communication and agreed that a focus on the event location would be highlighted on social media . All agreed that would be alright because of the time, effort, financial investment and man power involved preparing for the event to take place at her business.

The primary purpose of the meeting was to fine tune and develop event timeline so we hopefully will not have last minute surprises. Jessica went over what will be happening this week leading up to Friday and a tentative lay-out of the area. Reindeer will arrive at 4 PM. Friday and we will be ready for them by having the other areas ready for the event. Patty Wagon Food Truck will be there along with Tenleigh's Beverage Trailer, Red Ox Distillery. Izzy has purchased 16 oz. cups with lids and napkins for the Tenleigh's beverage trailer. Lizzie will handle the cup distribution station after tickets are purchased.

Tara Blue from Boone County Journal will be doing photographs and has requested for one assistant to take care of computer so that portion of the photo area is kept track of and is under control. Izzy volunteered to do that and do an Excel sheet to keep track of photographs numerically. One photograph per family to keep things moving along and not slow down the line. Also, will have a roaming photographer using their phone to capture events of the evening. Shawna Volkart and her daughter can do that throughout the evening.

Shuttle buses will be able to pick-up and deliver attendees at the Primary and Elementary school parking lots. SOBOCO has graciously allowed us to use their lots to ease the parking problems. There will be one and possibly two buses running depending on availability. Other parking options will be River Region Credit Union, PBA Architects, Troy Lowrey, Boone County Journal or Izzy's office. Brittney will do an aerial map of the area so we have a better grasp of where parking is allowed. Scott with APD visited with Jessica and said communication with his department has been horrible and he has received mixed information about whether their assistance is needed. Jessica assured him we would like a presence and they created a plan in case of an emergency. Scott will be on duty that evening along with 2-3 other officers and they will be in the area often throughout the evening. Will use social media to encourage parking at the school and to use the Highway 63 to Liberty Lane exit to avoid Broadway and the round about. Loren is going to ask the City of Ashland if we could use safety vests for Board Members who might need to interact with the parking situation.

Izzy wanted to make sure each Board Member has a specific job for the evening so we know each location is covered as needed. Izzy has offered to be flexible in where she is placed so she is available to step in as needed to address situations that could arise. Brittney reviewed how many social media responses have been made as "interested" in attending. Currently we have well over 900 responses.

Friday set-up is scheduled for 10 a.m. at In ANY Event. As many as are available would be greatly appreciated to assist with set-up and move it along in a timely manner. Deb ask what the role of Santa and Mrs. Claus will be, they will be there to visit with attendees, they are welcome to take their own family photos.

Izzy's friend, Connie, has offered to volunteer to help and she would be great at the Welcome Table with Sharon. She cannot be there the entire time, but is willing to help out. Martha Johnson who is the new

interim Board Member for Galen is willing to help where ever she is needed. The Welcome Table will have a donation box, ABC information and will be the ticket purchase location.

It was noted that the Lamar Advertising billboard was never posted. Since it was FREE, didn't want to be a nuisance and at this point do not need anymore attendees so will just leave it alone.

Trash receptacles and trash bags will be needed to keep the area clean. Claire was able to get trash containers from the Hartsburg Pumpkin Festival and her and her husband will pick up Thursday evening and bring to the store. Sharon will furnish trash can liners so clean up will be easier and quick. There are various areas to get rid of the trash once the event is over. Clean up will be on Saturday morning after the event!

Communication between Board Members was discussed and Jessica will allow us to use her walkie talkie so communication is quick and easy. Brittney reviewed the schedule for Board Members duties and where each will be.

Some various ideas were exchanged on where and what everyone will do. Deb will be in her Christmas Tree costume strolling around visiting with everyone. Electrical needs were discussed and it was decided we need to have generators available with all the inflatables needing electricity and can't risk blowing a breaker. If necessary, inflatables can be moved to adjoining businesses.

The electronic sign will be requested to direct traffic to the school and to be patient. Scott will be contacted about the sign. It was brought up that in the future, a change in location could be to move to the City Park.

Brittney brought up about becoming an affiliate member of Missouri Main Street Connection. Izzy gave the positives of becoming an affiliate and proposed we become an affiliate and it was seconded. We will do our best to comply with their requirements to remain an affiliate and for \$150 if we cannot fulfill the commitment we will not continue.

Claire Linzie submitted her resignation as a Board Member of our organization. Due to family demands and time constraints she would like to still be a member and help with events. Brittney also informed the Board, she will be moving in May to St. Augustine, Florida for her husband's new job. With that being said, we will be working toward membership and board member efforts to expand our group and fill these vacancies.

A variety of miscellaneous items were discussed before we adjourned from planters, fire department visits about planter placement and material sample for planter boxes that Jay Berendzen has.

Meeting was adjourned