

**ASHLAND BETTERMENT MINUTES
SEPTEMBER 9, 2024**

The Ashland Betterment Coalition held its September 9, 2024 meeting at 5:30 pm in the conference room of River Regions Credit Union. All Board members were in attendance either in person or by Zoom. We had Christine Acree of River Regions Bank and Christine Sapp from the Ashland American Legion post in attendance as well. President Izzy Smith called the meeting to order and proceeded to have the minutes approved from August meeting. Martha Johnson presented the Treasurer's Report and it was approved.

Izzy reported that she presented the idea of the Southern Boone Chamber's Special Events committee join with our Board Members to work in a cooperative effort on coordinating and execution of events throughout the year. It is being considered and with us entering into the end of 2024 and with the Chamber of Commerce restructuring their group, it may be something we will address again in January 2024. It is in their hands to respond to us now so will see where this takes us.

We have appointed the Ashland Betterment Coalition "Dream Team" which consists of Jessica Ward, Debbie Mudd and Sharon Adams. These ladies will be the event committee who will initiate planning on all activities throughout the year plus adding the July 4th parade since Alicia Ozenberger has stepped down. We will begin meeting within the next few weeks to kick off and fine tune plans for the upcoming "**Santa and Reindeer**" event scheduled for Friday, December 13, 2024 from 6 pm- 8 pm. We have a jump start on this with the reindeer secured and deposit made, we have a food truck and beverage trailer secured and agreeing to pay a \$150 Vendors fee. We have Charlie Johnson and Deb Cochran as our Santa and Mrs. Claus. Tara Blue will be the roaming photographer and other photos may be taken by family with either the jolly couple or possibly a photo op space. Jessica is looking into safety vest and cones to assist with those helping with parking and other safety tasks and marking no parking areas with cones. ANY Event Transportation will provide shuttle service to and from the school parking lots to "In ANY Event" and back again. We will again need lots of assistance with set up that will include inflatables, tables, chairs and photo areas. Reindeer company just needs a designated space for the reindeer, they bring everything they need for the event. **PLEASE MARK DECEMBER 13th ON YOUR CALENDAR, IT TAKES LOTS OF HANDS FOR SET UP, WORK THE HOURS OF EVENT AND CLEAN UP AFTERWARDS.** The event is at "In ANY Event" but store employees are not responsible for the tasks to carry this event off to perfection. Store will be open for business and that is what they are hired to do.

Chief Scott Young of the Ashland Police Department has ask that we join his department in promoting the important use of 911 or 311 for non-emergency needs in Boone County. There has been an ongoing problem of residents showing up in person at APD rather than calling for immediate assistance in an emergency. If it is a true emergency, "time is of the essence" and he wants to get the message out as we enter into winter driving, wood burning heat and other emergencies that could arise. Have asked Debbie Mudd and Lizzie Benke to promote this on our social media and am looking for FREE promotional materials we might use to get the message out. We need and want to continue in a good working relationship with both fire and law enforcement since these areas fit right into our mission of providing a safe community. Lizzie is working on a flier currently. I will ask Dr Roth to print off and put in Friday folders as well as requesting a message on electronic signs around town. Can ask local daycares to also give fliers to parents.

Ashland City Hall is developing a new form to request traffic or safety service at local events, this will need to filled out for any event we have where traffic control is needed. That will be the July 4th Parade, Ignite The Sky and Holiday Event. We also will need to fill out a July 4th Parade permit when it is available.

Planter Box project will be continued after January 1, 2025 with a spring completion date to sell contracts for the year. Will ask Mrs. Hammett to have one planter built now if possible to replace the planter we owe Tara at Boone County Journal

The Tax Exempt Form is complete and providing it wasn't lost in my hacked account, will be getting Izzy's signature and mail it off this week.

Discussion for the continuation of Missouri Mainstreet Connection will go on until we make a final decision the end of the year and vote on it. The upcoming Sedalia quarterly meeting will be attended by Izzy for the one day event and ABC will reimburse her expense to attend.

Meeting Adjourned at 6:45 pm