

Downtown Ashland Betterment Coalition

Minutes of November 1, 2022 Meeting

8:00 AM City Hall Community Room

Attendees: Brittney Harty, Lars Van Zandt, Galen Wilhoit, Brandon Glascock, Claire Melvin, Jesse Wheadon, Jay Berendzen, Kyle Michel

Guests: Mayor Dorise Slinker, Mike Frese

Call to order by Lars, followed by introduction of guests.

Motion to approve previous minutes was made by Galen and seconded by Brandon.

Treasurer's report provided by Galen. 10/31 balance was \$445. Beginning balance was \$700, with expenses of \$275 to the IRS for 501 (c) (3) filing and income of \$20 from the October fundraiser.

Committee reports were provided:

Design--no new developments.

Economic Vitality--reported that quarterly submission was done in October.

Promotion—discussion regarding newsletter and how one should be distributed. Mail, insertion with city utility bill, and email were all suggestions. Pricing was needed for further consideration. Providing newsletter for those doing monthly donation was also discussed.

Organization—discussion regarding the specialized training by MMSC, and the suggested topics. A thought regarding training for Google Maps placement/SEO for local businesses was brought up.

In old business, it was reported that the photo bingo had reasonable turnout for a first event and raised over \$100. Further discussion about a Santa event was held, but based on timing and overlap with the Parks Board it was decided to not pursue. Discussion was held in regards to the current status of planters, with Dorise suggesting that terra cast/concrete might be good in the more “gateway” locations, with businesses donating and credited on those planters.

New business had several discussion topics. Dorise presented his ideas about flags for downtown businesses. Fundraising for replacements of Christmas lights on utility poles was discussed. A wine crawl potentially targeted for February 11th was discussed.

Motion to adjourn was made by Galen.