

Ashland Betterment Coalition

Monday, October 2, 2023

The October 2, 2023 meeting of the Ashland Betterment Coalition was held at City Hall. 8 members were in attendance, Izzy Smith, Brittney Harty, Lizzie Benke, Galen Wilhoit, Loren Plank, Jessica Ward, Sharon Adams, Claire Melvin.

Meeting was called to order by Izzy Smith and minutes from the September meeting were approved. Galen gave the treasurer's report, the beginning balance on 9/01/23 was \$10,886.13. Checks in the amount of \$944.50 were written during the month for insurance, Secretary of State and P.O. Box annual expense. The balance on 9/30/23 was \$9,677.13. There is an outstanding expense of \$76.77. We currently have available to use, \$5,937.50. Brittney says with the balance we have available for use, we need to raise \$1,050.00 at this time.

A lengthy discussion on Downtown Planter Placement was covered by Jessica Ward. She further explained the cost for planters, plants and supplies plus maintenance cost for the business participating in the program. It was decided that we will not do mums this fall because of the short growing period and existing planter boxes look beautiful at this time. Jessica gave a break-down on expense as, \$250 for planter establishment. This cost will include, Planter box, soil much, plants. Annual maintenance cost to businesses will be \$100.00, Ideas for future planter box decorations was discussed and several ideas were discussed for upcoming holiday and throughout the winter. An idea of putting small signs in the boxes encouraging support with more box sponsorship and maintenance of the boxes encouraging volunteers. Final decision is that our goal will be to have two new boxes ready by spring and will reach out to volunteers to assist in construction of the boxes during the winter months. The same businesses that are now on the prospect list will be contacted and encouraged to finalize their support for spring placement.

Discussion for the Facade Grant was tabled because it is more of a spring project and needs further discussion and plans when we have more time to dive into this project. In addition, Santa and Reindeer was briefly discussed and tabled for the next meeting. Claire expressed the Chamber of Commerce was not excited about our "Letters To Santa" idea, it is their "Baby" and prefer to keep it their project only. They have a well oiled machine on how to run the event so we will step back.

Brittney gave a recap of the Missouri Main Street Training that was recently completed. Brittney and Izzy gave an overview of what the project is about and where we can go to learn more about it and what they can offer our group.

Ashland Optimist Building Halloween Bash, Halloween night will feature areas for kids to have a safe and fun Halloween. Jessica will put up an area for photos and Tara will be strolling around with her camera capturing all the costumed kids and their families. Jessica has everything for her photo area and hopes to do a balloon arch this year.

The request for a contribution for band fundraiser was presented. It was voted and approved to give \$50.

We will consider fundraising requests as they are presented to the group. Each will be discussed and voted on.

A sheet was handed out for 2024 fundraising events, dates and amounts for sponsors. This will be further discussed at later meetings.

Meeting was adjourned

