

ASHLAND BETTERMENT COALITION MEETING MINUTES JULY 1, 2024

The Ashland Betterment Coalition's July meeting was called to order at 7 p.m. by President Izzy Smith. Roll call was introductions and those attending were, Izzy Smith, Debbie Mudd, Lizzie Benke (per ZOOM), Sharon Adams, Jessica Adams-Ward, Martha Johnson, Dorise Slinker, Alicia Ozenberger, Connie Simmons, Bryce, Rachel and Hilda Elaine Beal. June meeting minutes were approved as was the treasurer's report submitted by Martha Johnson.

Alicia Ozenberger reviewed final plans for the July 4th parade with times, line-up, weather related information and the number of participants at this time which is approximately 27. At this time there was 70% chance of rain and thunderstorms so she confirmed the plan in case we need to cancel and reschedule. Police Chief Scott Young will be informed no later than 7 a.m. if there is a need for change, email, texts and calls to local TV and Radio Stations will be made at that time. If we need to reschedule, Chief Young has approved July 20th as an alternate parade date. Izzy has been working with Blake Gathaway with Show-Me Sports Broadcasting who wants to broadcast the parade and will be working with a set-up location to do this.

Jessica Ward reported that Jeff Ward has secured a much better price on materials for the planter boxes and will move forward with Berry Lynn Nichols and Ricky Rouse about building very soon. This project has been put on hold in order to make changes to size due to sidewalk locations and get bids for better pricing since Meeks was so much higher than planned. Hoping to move forward with this project as soon as possible. Rebekah Hammett and the Horticulture students have done a beautiful job on the existing planters and maintenance has been easy with all the recent rain.

July 20, 2024 "Ignite The Sky" event is nearing our \$8,000 goal with currently having \$6,225 plus \$1,375 in our budget earmarked for this event from last year. Jessica is following up with her prior contacts to collect remaining funds. Galen Wilhoit has confirmed since our meeting that River Regions will contribute \$2,000 toward our goal!!!

If we continue with as much interest as it appears we have now, it was decided to increase the porta-potties and wash stations to 4 and Sharon will call A&A Outhouses on Monday, July 15th to increase that order if we still feel it is necessary. Sharon will work to get interest for additional food trucks that do not duplicate what is already planned. It was concurred that we do not want a Mexican food truck that would compete with Jose' Jalapeno because they are the major sponsor of the event. Big Cheez, Pizza Kwik, Mr Murphy's Stuffed Potatoes will be good choices to compliment what we already have confirmed. Possibly an ice cream vendor and we should be good. Might see if Dorise's boys could have a supply of water bottles, tea bottles, gatorade to sell with their food items. Sharon will contact additional food trucks to see if they would like to participate. Food Trucks that participate must have an Ashland Business License for \$15 so Food Trucks need to be aware of this. The topic of serving alcohol came up and Izzy thought there was a liability issue with insurance of mixing alcohol and fireworks but more checking will be done before a final decision is made. We cannot control what people bring with them, but we can set guidelines for the groups who are hosts of the event. This is a family friendly event and touching on that subject came up and discussed.

Katy Lammers with the Hartsburg Farmer's Market would be very much appreciate if our Social Media ladies could give a shout out about the Hartsburg Market on the weeks they hold

their event. The next market is, July 28th and they are having a really difficult time drawing vendors down to Hartsburg. She says River Bottom Melons should be available at the next market!! She was informed about the July 20th event with a potential Farmer's Market there. She will need to confirm their participation prior to the date. Sharon will follow up with her.

We have a number of items purchased for the “swag bags” and will continue to get commitments from local businesses for things to stuff the bags with. Jessica has ordered 1,000 Fireworks Glasses, Sharon has purchased 1,000 items to go in the bags to include, pinwheels, patriotic sunglasses, silicone bracelets, flags and temporary tattoos. River Region has offered to provide the bags to save some money. Jessica will continue working on getting items until the day we put bags together. If any business would like to donate 1,000 glow in the dark bracelets that would be a great addition.

Martha Johnson suggested an entrance to the event as “Honoring Our Heroes” with emergency vehicles and personnel. Sharon will contact various agencies to see if they could be part of that recognition. In addition, Sharon will contact the rental supply company in Ashland to see if they might donate a high lift to hang a giant American Flag. Will follow up with how this idea progresses.

Missouri Main Street Connection sent an email regarding the Annual Conference in Kansas City on August 1, 2024. We need to have representation from our organization to fulfill our agreement with them. Looking for a volunteer to go for the one day event.

We voted and approved to accept our new Board Treasurer, Martha Johnson of River Region Credit Union. We will miss Galen Wilhoit and thank him for his hard work and dedication. We are happy to welcome Martha to our group. Two other River Region employees are joining our volunteer group and we are happy to have Mark and Christine part of our group.

Kentucky Derby finalization is still pending. Izzy has the “red box” with the bank deposit slip but we still need to know what was on VENMO so we have a grand total of what we made. As we plan next year's party, we have a mix of opinions whether to try and partner on the event or go back to Eagle Knoll. Planning to continue as of early 2025.

We have tabled further planning for our Santa and Reindeer event on December 13, 2024 until August.

Meeting Adjourned at 8:15 pm.