

Vacant	2022												
Jesse Wheadon	2022												
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Introduction of Guests

Debbie Mudd, Dorise Slinker, Sarah Hodapp, Virginia Stieger, Hannah Frufort, Christine Sapp, Mike Freese, Jessica Adams

Additions to Agenda

None

Approval of the Minutes:

Minutes from January 2023 n/a (MO Main Street Training & informal brief meeting) January 2nd meeting was a volunteer recruiting open house

Treasurer’s Report:

\$483.68

Committee Reports:

Design:

Jay to report additional update with planters

Economic Vitality:

Galen and Izzy submitted quarterly report in January. Discussion took place regarding sharing that data on website and social media for promotion

Promotion:

Debbie and Brittney updated we are upto over 400 followers on Facebook, and 200 + on isntagram

Organization:

501(c)3 has been approved

- A. Vote for secretary and other ex-officio members

1. Approved: [Sarah Hodapp](#) as board member and secretary 1st Izzy, 2nd Brittney
2. No additions to ex-officio members at this time
 - a) Bill Lloyd has formally resigned

Reported Training Hours:

Executive Reports (President, Vice-President, Ex-Officio):

No report

Old Business:

- A. Planters Update
 1. [Jay Berendzen](#) update: he has met with Hammett and come up with a design
 - a) PBA is donating plans and design consulting
 - (1) Discussion of a durable composite material build
 2. Looking into adopting the random planters downtown
 - a) Business owners were caring for them at one time
 - b) Learning Garden, FFA, and Garden Club were suggested as volunteers to recruit for care of planters
- B. March fundraiser (Basketball & Trivia)
 1. March Madness hosted at Woody's
 2. Tuesday 14th, 2023
 3. 8-10 tables presold
 4. 1st Izzy 2nd Brittney for approval to allow fundraising committee to plan

New Business:

- A. Need Volunteer to complete application for MO Main Street awards
 1. Galen has volunteered
- B. Review board terms and discuss officer positions
 1. Discussed volunteer additions and opportunity
 2. Renew all 1 year terms for 2023
 - a) 1st Galen, 2nd Claire

- (1) Izzy Smith, [Claire Melvin](#), Brandon Glascock position to expire January 1,2024
- (2) Alicia Ozenberger, Sarah Hodapp, Brittney Harty position to expire January 1,2024
- (3) Lars Van Zandt, Galen Wilhoit, [Jay Berendzen](#) position to expire January 1,2025

C. Email lists and software

1. Constant Contact was suggested
 - a) \$10
 - b) Tabled due to limited funding at this time
2. Dorise discussing partnership with the City on a software
 - a) Update from Kyle Michel 2-8-23: city is not currently using a software

D. Chamber candidate forum summary to submit

1. Chamber and Economic development work to keep business and establish new business we are to set the stage to make sure they come and stay - Izzy to revise and email to board to take to chamber

E. Getting added to the city website under 'community organizations'

1. Dorise CHECKING WITH KYLE - completed
2. Kyle Michel update 2-8-23: added to city of Ashland website

F. City sales tax update

1. Social media promotion / public education
 - a) Source city guides
2. I move to create a social media campaign with each design / post emailed for board approval
 - a) 1st Izzy
 - b) 2nd Claire

G. Brittney Harty Attending Quarterly Workshop

1. Learn how, and why, to create a Strategic Marketing Plan, a plan that will align the marketing initiatives with the overall goals of your Main Street organization.
2. The day will include everything you need to know to tell the stories of your Main Street district, including compelling content identification and creation; tactics to implement, track, and evaluate marketing initiatives; trends in social media; and how to work with local and regional media
3. Cost : \$100 prior to February 15,2023
 - a) Izzy to sponsor Brittney \$100 conference cost
 - b) 2nd Galen
4. Revisit purchase a domain name
 - a) Jessica Adams willing to consider software cost donation

b) \$32 a month , find out annual amount to then ask for a donation

Other Business/Announcements:

Adjourn:

Motion was made by Galen Wilhoit and Claire Melvin to adjourn the meeting.

Next Board Meeting:

Our next meeting is scheduled for March 6, 2023, at 7 pm in the City Hall Community Room.