

Monmouth Business Association

7:30 a.m. Wednesday, October 7, 2020

Introductions/Roll Call: Members present include Suzanne Dufner, Bill Foster, Susan Fuller, Miriam Haugen, Sabra Jewell, Kathleen Mason, Sandra Paoli, Kevin Raschko, Jeff Rose, and Chuck Thurman.

Minutes approved.

Financial—no activity. Report approved.

Halloween--Miriam reports that the downtown Halloween events have been cancelled because of COVID 19. Instead, there will be a Decorating Contest all week, a Scavenger Hunt (looking for things in the decorations), and a Costume Contest (Family Friendly) and posted on #MonmouthHalloween. The Home Decorating idea fizzled. Beal's had offered to deliver pumpkins for decorations if MBA purchased 30 (cost of \$150). Clean up would be an issue and the idea was nixed. Bill asked if there were any expenses for the event that would need approval. Sandra moved that the Halloween Award Fund spend a maximum of \$50 for any costs incurred. Motion passed. Tracy Westin is offering a "Trophy" for the winner.

MBA website—Suzanne reports that a \$1200 grant from the Ford Family Foundation is available to strengthen Main Street and must be spent by the end of the year. Use of that money would be to upgrade the MBA website with a new landing page that could include business updates, google map, announcement of events, notify members of meetings, increase visitor information, etc. Suzanne has been in contact with peer cities who have received similar funds (Albany and Astoria) and is looking for somebody in our area who would work on the project. Kathleen suggested contacting Adry Clark at WOU to see if this could be a student project.

Mid-Willamette Weddings—No report

MICC—Kathleen informed us of an RA at WOU who has created an app for new and returning students. Jules Mudge contacted Suzanne and Shawn Irwin for lists of business in Monmouth and Independence. The app launched on September 16 and is popular with the students in town. She would like to create a Homecoming event by putting decals with QR codes in business windows for a Scavenger Hunt. This will happen in a couple of weeks, so response time is critical. Kathleen also reported that "Ten Dollar Tuesday" is gaining traction and is considering creating a decal for participants. She also mentioned that she is looking at advertising (digitally) in the Itemizer Observer, as the Independence Cinema has such a small audience these days.

Making Spirits Bright—Susan reports that COVID has also affected the plans for Making Spirits Bright and several of the events have been cancelled. There will continue to be Santa's Workshop and Gingerbread Village in Main Street Park and four new displays have been added for 2020. She would like to work with MBA for "Blow the Fuse" contest. Suzanne is working on Small Business Saturday (the Saturday following Thanksgiving) and maybe we could tie in with that event. Emily, Suzanne, Kathleen, and Suzanne will meet (virtually?) to discuss. Suggestion that businesses put the lights up during Thanksgiving week so that they are lit for Small Business Saturday and contest winners announced on

the following Friday (December 4). Judging could be a combination of popular vote (once per email) and judges choice (three judges with no connection to participants).

WOU update—Sabra reports that the Tree Lighting will be held on November 20, the Friday *before* Thanksgiving. It will be a virtual event filmed by the media department (Deborah Rezell) and posted on YouTube and MINET. Students were welcomed to campus last week. 750 students are living in the dorms and all were tested for COVID.

MICC announcements—Kathleen is busy! Local Candidate Forum is being filmed today for Monmouth and Independence councils, Mayors, Polk County Commissioner, and Representatives for House District 20 candidates. Mark Henkel will moderate. Ribbon cutting for Windermere will be held on 10/8. Next week, Morning Greeters will be hosted by Country Financial on Wednesday and Thirsty Thursday will be hosted by Washington Federal.

City announcements—Suzanne reports that there will be another grant available for businesses affected by COVID. Applications are available October 19 and due by October 28. More information coming soon. Business Oregon will also have a grant available. Indy Commons is offering Technical Assistance for both Independence and Monmouth. Kate Schwarzler has a menu of six topics for one on one help. Marty Wine, the new City Manager will begin on November 2. Details were approved at the last City Council meeting. Kathleen will ask her to be on Chamber Chat in November as a meet and greet for the community.

Meeting adjourned at 8:38 a.m.

Respectfully submitted,

Susan Fuller