

Monmouth Business Association Minutes

April 7, 2021

Meeting was called to order at 8:03am, April 7, 2021 via Zoom.

Attendees: Miriam Haugen (Haugen's Galleri), Kathleen Mason (MICC Chamber of Commerce), Jeff Rose (Main St. Ice Cream), Bill Foster (Kampfer), Sabra Jewell (WOU), Tori Stutzman – Web designer at ToriStutzman.com, Phyllis Bolman – City of Monmouth

Introductions: Everyone had the opportunity to introduce themselves. Please see announcements for specific updates.

Meeting Minutes & Financials: Financials have not had any activity this year. Bill moved to approve March minutes and financials. Kathleen seconded motion. Motion carried.

Enhanced Visitor's Experience Program: Gathering stories and decided on 12 Beacons with 2 on the campus and the others will be spread out around downtown – locations have not yet been determined. Stories are going to be fun and quirky. Open to suggestions. Hope to have a video component as well. Sponsorships Available for this project. Business will be featured at one of the locations. Goes live May 1st.

We will have various stops around Monmouth for people to visit, promote events, promote businesses, and have exhibits. Each location has a beacon (about the size of a silver dollar) that shares information with participants' phones about a specific spot when they are near the beacon. People would pick up a paper guide at a place like the Visitor's Center to get started; download the quest on the app for \$2.99; complete the quest; and then pick up a prize, such as a magnet from a specified location.

MBA Committee Updates

- *Music in the Park* – Contracts outbound with the musicians. Have everyone lined up! Sending out more information in mid-May. Would like to have swag bags for attendees. We are going to have a biergarten. Still need to be flexible with restrictions but park holds 2000 people. We will need volunteers for set up and break down
- *Website* – Claim your business if you have not already. If you have issues setting up, check your spam folder – there might be information there
- *Social Media/Communication* – New IG account. Please follow! We are sharing lots of local biz posts on our FB page as well. Tori said FB was our main driver of business to the MBA website

- *Business Outreach/Membership –*

Announcements

WOU – Commencement is a drive thru ceremony. It will be the weekend of June 12-14. This year we are inviting last year's graduates to participate as well. Hang some signage to congratulate the graduates!

Chamber – The Community Awards and auction is coming up on April 23rd at 6pm. Please don't forget to register. If the MBA can get a swag bag together for the event that would be great but if not think about doing that next year. Morning Greeters is still virtual and City of Monmouth is the host next week. Please share the ED Chamber position as that role needs to be filled ahead of Kathleen's retirement this June.

City of Monmouth – May 18th ballot measure to replace the City Hall Building. This will be a court and council chamber that is ADA accessible.

Odd Fellows Lodge – May scavenger hunt for Historical Preservation Month. If you are interested in having your business participate, please reach out to Suzanne

April grant funding for Restaurants and Bars relief is available. Funds can be used for a lot of different applications. If interested, please contact Suzanne.

Arts and Culture Grants program is up and running. Application is on the website. Deadline is April 30th

4th of July: Smaller than previous years. Car show, vendors, entertainment. Art show will replace the children's crafts. There will be prizes for participating artists.

Monmouth Ice Cream Shop: Summer hours have started

Meeting adjourned at 8:37 am.

Next meeting is May 5th at 8am.