

MBA Meeting Minutes – 4/6/2022
April Meeting (Hybrid – Virtual & In Person)

Attendees: Miriam Haugen, Marilyn Morton, James Martin, Lacey Johnson, Kevin Raschko, Emily McNulty, Suzanne Dufner, Tori Stutzman, Bill Foster, Kelly Carmichael, Jeff Rose, Summer Hile, Liz Pongratz, John Bracken, Bethany DeMauro, Ellen Osborn, Nicki Marazzani, Emily Bradley

Call to Order at 8:06.

Introductions

Minutes

Marilyn made a motion to approve the minutes. Jeff 2nd. Motion carries.

Financials

No activity this month. Kevin will get a check to MICC to sponsor annual awards banquet. Music in the Park sponsorship letters will get out to businesses by the end of the month. Sponsorship will be set at \$300.

John made a motion to do a trade with MICC for one month of a full screen movie ad to promote Music in the Park in exchange for Music in the Park sponsorship. Marilyn 2nd. Motion carries.

Jeff made a motion to approve the financials. Suzanne 2nd. Motion carries.

Intern

We are excited to have Bethany DeMauro on board! She is working on Music in the Park marketing.

New Businesses

We are so excited to have so many new businesses in town!

Doggy Dreams– Dog grooming business on S curves. Ribbon cutting is May 1st at 11am. Owner Summer shared her backstory and how she came to own her business. She loves Monmouth and is excited to own her own business in Monmouth! She mainly grooms dogs and works hard to make them as comfortable as possible, but also grooms cats too. And she donates services to many rescues.

Ana's Authentic Mexican Food – in food truck pod by Donut Bar

Maui Melts – all kinds of caramel options located in old Java Crew space

Mana – A hair salon just down from Crush on Warren.

Travel Salem

Emily Bradley is the Polk County Tourism Coordinator for Travel Salem. She will be helping to promote tourism and travel to Polk County. Their social media account

(Explore Polk County) is very active – message them if you have things that you would like to be shared out via their account.

WOU/City of Monmouth/MBA/Travel Salem Connection

A group of interested leaders from these organizations will be meeting on April 7th at 4pm at MaMere's. The goal is to build a relationship to support how we share information. We want to showcase how interested we are in partnering and supporting one another. For example, how can we better support efforts like "WOU Wednesday"? For WOU Wednesday, businesses are supposed to wear WOU gear and have specials for spring term.

MBA Committees

Music in the Park

9 bands - 7 have signed contracts; The City of Monmouth has reminded us that we need to have insurance lined up for MBA and vendors. Kelly Carmichael is going to help this year. Beer Garden/Food Concessions – we will be reaching out to local businesses to see if they want to participate. We need to have some conversations to see what will be a good fit. Businesses will need to set up the beer garden. We will be getting out sponsorship request letters by the end of April.

Outreach

Spring football game is May 14th. Opportunities to tailgate. Let's show our WOU pride! If you have specials, send them to MBA email or tag us on social media. Music in the Park promotion will be a big focus in coming months. WOU athletic auction coming up in June.

Economic Vitality & Design – These are really being covered through the downtown improvement plan. There has been a lot of great feedback shared! There is a survey that is still open if you want to share more information downtown ideas – survey closes Monday, April 11th. Ellen commented that there is a need for accessibility to be a key feature in all design work. Let's brand Monmouth as an accessible and active community.

Announcements

MICC – A lot going on in April! Watch MICC Calendar for dates/times. Grant deadline is Saturday, April 9th – let businesses know. Greeters will be at Rick's Coffee hosted by 2C1C. Ribbon Cutting at EXP Realty in independence. Online auction starting on April 16th – you can sign up now so you can get ready to bid. On April 18th Women in Business meeting will be in Dallas. Thirsty Thursday at Maui Melts. April 22nd will be the online awards. April 30th there will be a ribbon cutting at Heritage Museum in Independence. Doggy Dreams ribbon cutting at May 1st. Make Music Day Polk County will be June 21st – it is a world-wide event where musicians play at local businesses. Hopefully will be ordering sign soon!

Dancing Muse – James is looking for a new location for Dancing Muse. Contact him if you have any leads.

History in Monmouth Event - This time will be focused on downtown businesses. Hope to have spots through downtown where small vignettes will be shared about the history of Monmouth. Groups will go around and hear historical information and anecdotal stories. The tentative date is September 30th. Pairs nicely with Ghost Walk on October 1st.

Wine & Art Walk – Looking at ways to connect Monmouth and Independence for wine & art walk. It will be May 15th in Independence. Hopefully, next year there might be opportunities to utilize the trolley to also do something with Monmouth too.

Trolley – Two trolleys have been ordered. A third one will also be added to the fleet. Trolleys will hopefully start running in the fall. There will be a survey to help name the trolley. Working with a WOU student on branding & logos. Chariots will likely be the operator of the trolleys. There will likely be an app to share locations and times of stops. The trolley will also be accessible – low floor and a ramp. The route will from Independence River Front to WOU – and hopefully run every 20 minutes.