

MBA Meeting Minutes – 5/4/2022
May Meeting (Hybrid – Virtual & In Person)

Attendees: Miriam Haugen, Marilyn Morton, Raquel Moore-Green, Bill Foster, Mike Irons, James Martin, Lacey Johnson, Emily McNulty, Suzanne Dufner, Tori Stutzman, Kelly Carmichael, Jeff Rose, Liz Pongratz, Jeff Glodt, Ellen Osborn, Nicki Marazzani, Dan Farrington, Phyllis Bolman, Sabra Jewell, Kelly Carmichael

Call to Order at 8:14.

Introductions

Minutes

Bill Foster moves we approve minutes. Jeff Rose 2nd. Motion carries.

Financials

Bill Foster moves we approve minutes. Suzanne Dufner 2^{nds}. Motion carries.

Intern – Working on Music in the Park marketing materials. She is doing a great job!

WOU/City of Monmouth/MBA/Travel Salem Connection – First meeting went really well! It was a great place to connect and find ways to enhance communication between the community and WOU. Next meeting is May 4th at 4pm at Rick’s Place.

New Businesses in town – There is a new Mediterranean restaurant opening before July “Habibi” in Monmouth commons.

Upcoming Local Events

- Spring Football Game on May 14 – Kickoff is at 2pm
- Making Music on June 21 (4-7pm) – how do we connect with artists/music? Any type of musician is a good fit – novice or seasoned and all genres!
- July 4th – activities in the park over the weekend – including a talent show on July 2nd and a music packed day on July 3rd, and a band after parade on 4th, Parade by the Rotary on the 4th
- Bike MS on August 6th – typically a 2 day event
- National Psoriasis Bike Event will be in Independence on June 5th
- Firehouse CrossFit Summer Skirmish – August 15th in Main Street Park and expecting 400-600 people

MBA Committees

Promotion – Talked about ways to enhance events and how we can get more volunteers for events. We should find a way to capture volunteer contact information so we can reach out as needs arise. Use free promotional outlets like 2C1C, Chamber calendar, Utility insert, Chamber sign, movie theater. Find emails

lists (like property management) we might be able to access to share events. Talked more about Quest and what might be next steps.

Music in the Park – Working on resolving vendors for alcohol and food. Would like to try and make it profitable/or break even for those businesses. Businesses are responsible for setting up their spaces. Sponsorship invoices will go out soon. Last year we had 31 banners – hope to expand. Businesses need to pay for banners that are still good and just want an aesthetic change. MBA is responsible for paying for banners that are damaged. Jeff G. suggested we explore a farmers’ market at same time and possibly consider letting go of alcohol. Businesses that have alcohol have to pay a fee to the city. Ash Creek Arts Center will also be there again. Raffle items needed from businesses for Music in the Park.

Organization & Outreach – We continued discussion about membership fee. Thinking an amount that is accessible \$75-\$100. Hoping we can come up with something to implement by the first of next year. These dues could help to cover marketing/promotion needs for specific member businesses and MBA.

Economic Vitality - Will be meeting to talk about technical assistance opportunities for businesses. If interested in this topic, reach out to Suzanne Dufner.

Design – Tori and Ellen did the downtown planning accessibility walk. Thinking about public spaces and design elements that makes downtown Monmouth accessible for all ages and abilities. How could we activate spaces POPS (Privately Owned Public Spaces).

Announcements

WOU – Commencement is June 11th. Athletic Auction is June 4th. Tickets and Tables are available now.

MICC – Greeters at MaMere’s on May 11th. 16th Polk County Women in Business at Thoughts and Gifts. Thirsty Thursday will be at Petals and Vines hosted by Spark Marketing. Upcoming ribbon Cutting at EXP realty. Two ribbon cuttings this past weekend that went really well! MICC has partnered with Lively Co. to provide discounts to Chamber Members for their educational series. The Visitor’s Center gift shop at the Chamber is now open. Talk to Nicki about having your items at gift shop!

City of Monmouth – The City is looking at making changes to marijuana/dispensary codes. The new changes would require that dispensaries be spaced 1000 feet apart from one another. The planning commission will be meeting May 18th to discuss changes.

Virtual Open House for downtown Planning TOMORROW

The sewer development headed out to Riddle Rd. will require Monmouth Ave at sporadic times.

Meeting adjourned 9:02am.