

Western Route 40 Business Association

December 15, 2015

The meeting was called to order at 8:10 A.M. The meeting was held at the Main Street Café. There were approximately 10 members in attendance.

Minutes were not distributed since the previous meeting was cancelled.

TREASURER'S REPORT: The ending balance of \$1300. The only transaction was for a \$21.00 fee to Jim Milligan for domain hosting services September 1, 2014 – August 31, 2015. A motion to approve was presented by Jay Dutton and seconded by Katherine Prescott. Approved unanimously. There was a discussion regarding whether or not the 2014 payment for lighting had been made to the borough. If not, we will pay the payment as soon as non-payment is confirmed.

A motion was made to donate \$250 to the payment for candy for the Christmas Parade. Aleta made the motion, Rob Daniels seconded the motion, motion carried unanimously. Charlie Kern will follow up.

CAPRI: The LSA Grant approved for the McGuffey Community Park was discussed and it was determined that some follow up with the park committee would be necessary to reemphasize the importance of fulfillment of the grant. The Mural project has been completed. There are no current requests for grant applications.

BANNER PROJECT: This project has not been cancelled, however , movement has been slow. We discussed whether or not it had been confirmed with the Legion leading a project to have veterans on banners and have businesses sponsor the banner. There has been some conflict on design and type of banner.

POLICE REPORT: Status Quo

What do we want the Business Association to look like?

- The original plan for a concert series has been shelved due to logistic required, availability of personnel, costs and other issues.
- However, there was a discussion about coordinating an evening concert in conjunction with Pike Days. May 1 band on the Friday night of that weekend. There was discussion regarding the extent of the venue and a misunderstanding about the intent and range of the event.
- It was suggested that the business association needed to brand itself and become a known entity based on presence in the community rather than just an organization for businesses to join.

- Some suggestions were the association to sponsor fund raisers and associate our name with those events. Some suggestions were:
 - do short quick sponsorships
 - have a way to raise money
 - work on getting businesses in town
 - investigate LSA Grants for parking in town
 - ramps of Grace may be a project to fund raise

- These were all good suggestions. Communication is critical to success. It was requested that each member bring additional ideas to the next meeting for discussion.

SCHOOLS: There were not attendees from the school district.

A motion was made by Deana Parry to adjourn, a Second was given by Zack Prescott. Meeting was adjourned at 8:39 A.M. The next meeting will on January 19, 2016 at Main Street Café.

Respectfully Submitted,
Katherine Prescott, Secretary