

July 3, 2025

Main-Market and Beyond - Board Meeting Minutes



Attendees:	Board Members: Whitney Johnson, Brock Ross, Karen Blubaugh, Mitch Durbin, Betty Severns, Amy McDonald Guests: Miranda Burwell
------------	--

Topic:	Discussion:
Welcome	Whitney welcomed everyone.
Miranda Burrell - Discover Mohican Guide	<p>Miranda Burrell, Executive Director, reviewed the 2026 Discover Mohican advertising options and left an application and one-page overview (see attachments). Her review highlights were:</p> <ul style="list-style-type: none">Discover Mohican is published annually, January 1160,000 copies are printed and distributed around Ohio and in surrounding states2-Page spread cost is \$5,200.00 and includes:<ul style="list-style-type: none">General Membership to Mohican Visitors BureauMMB Listing in the Discover Mohican publication in the services sectionListing on the Discover Mohican website. There is an open question of how MMB will be listed. Listing just Main-Market & Beyond & the website doesn't let the reader know we are Danville's Business Association.The \$5,200 does NOT include ad design2025 Discover Magazines are still available - email/text Miranda for more copies<ul style="list-style-type: none">Email: Director@DiscoverMohican.comPhone: 419.994.2519 <p>There is agreement from the Board to move forward with the advertising, as planned. The contract is due 9/30/2025; Artwork is due 10/15/2025 and Payment is due 10/31/2025.</p> <p>After some discussion about the ad layout, Whitney agreed to draft the layout and bring it to the August Board meeting. It was also agreed that ALL MMB PREMIER PARTNERS WILL BE ASKED TO APPROVE THEIR AD CONTENT.</p> <p>Whitney made the motion to move forward with the Discover Mohican advertising, as described above. Karen seconded the motion. Motion approved.</p>
Minutes Approval	There were no changes to the June 2025 meeting minutes. Mitch motioned to approve the May 2025 minutes. Brock seconded. Motion approved.

July 3, 2025



Main-Market and Beyond - Board Meeting Minutes

Financial Report

Brock reviewed the Cash Position report as of July 3, 2025:

Total Deposits:		30,915.36
Less Expenses:		
	Unpaid Marketing Expenses	-11,963.00
	Unpaid Park Resoration Expenses	-500.00
	Ladies Night Net Income	0.00
	Chicken Days Net Income	-250.00
	Holiay Market Net Income	793.00
	Christmas Walk	-200.00
	Park Stage (net after grant)	-8,015.00
Total Cash Outflow:		-20,135.00
Remaining Balance:		10,780.36

A review of the Chicken Days budget and results shows a drastic drop in profits compared to the past 3 years. Below are the main areas impacting the decrease AND actions items for 2026:

- T-shirt sales were very low. Action items for 2026:
 - Advertise T-shirt sales before chicken days
 - Assign a person to be responsible for T-shirt sales
- The chicken reimbursement was lower due to the decline in market price (compared to 2024) and the cut of chicken pieces ordered this year - 900 quarters and 300 halves. Quarters are a fraction of the price of halves. 2026 action item:
 - Consider cut of meat & market price when budgeting the chicken reimbursement
- Silent Auctions income was one-half of 2024's Silent Auction. Actions items to increase Silent Auction incoming funds in 2026 are:
 - Begin preparation earlier, including: Gathering Donations to purchase items for the auction, getting larger item donations & posting auction items of Facebook to spark more interest
 - Requests for donation should be beyond the local area
 - Mitch is willing to help with donations

Brock requested board approval to pay bills via ACH payment when possible; email approval from Whitney & Ashley would be obtained before the ACH payment is processed by Brock.

Karen motioned to approve ACH bill payment, with prior email approvals from Ashley & Whitney. Mitch seconded. Motion approved.

MARKETING BUDGET: There will be an additional \$100 (estimated) to print the remaining business stickers and make a couple of changes to the map icons. No other changes were made.

July 3, 2025

Main-Market and Beyond - Board Meeting Minutes



Topic:	Discussion:
	Karen motioned to approve the Financial Report. Whitney seconded. Motion approved.
2025 Partnership	<p>No Changes in Partnerships since last meeting.</p> <p>Miranda Burell mentioned how the Loudonville Mohican Chamber of Commerce and the Mohican-Loudonville Visitors Bureau trade memberships. With which associations should MMB consider trading memberships?</p>
M-M&B Website	<p>Brock mentioned a May 1st \$288 payment made to WIX. Ashley to confirm this is for the new website platform Herd Media implemented (not the old website).</p> <p>While the board was reviewing the website, the following action items were noted:</p> <p>Whitney will pursue linking the Danville Athletic Facebook page to the MMB website Amy to try to obtain Danville drone footage for the website. Whitney will review the current MMB Partnerships and propose a revised list of categories under the Businesses drop down menu.</p> <p>There remains a general comment to update pictures/videos with actual Danville area pictures.</p>
Marketing Update	<p>Ladies Night Out and Chicken Days videos</p> <ul style="list-style-type: none"> Videos have been posted to facebook, MMB website and MMB YouTube Channel. All of us need to keep posting the videos to get more views on all of the platforms. The Board's feedback is 100% positive; no changes. <p>Regional Advertising</p> <ul style="list-style-type: none"> Olivia Toth is on the August meeting agenda to review the KCC&VB website renovation and Holmes County advertising findings. <p>Bound Business Maps</p> <ul style="list-style-type: none"> Betty still investigating costs
Project Updates	
Veterans Memorial Park Project	<p>Funds Approved: \$19,619.00</p> <p>Left To Do:</p> <ul style="list-style-type: none"> Install the shed - Mitch will follow up on the progress Purchase landscaping tools & hoses
Memorial Park Stage	<p>Approved Funds: \$5,485</p> <p>Mitch has contacted an architect to do the engineering drawings. Estimated cost for engineering drawings is \$800-\$1,000. Drawings are expected by July 31, 2025</p>
KIOSK Upgrades	<p>Betty will fix the foam insulation and replace one of the locks.</p> <p>Karen will send Truax the 6 remaining logo files for the 4 x 4 logos and Betty will request additional labels for the KIOSKS.</p>

July 3, 2025

Main-Market and Beyond - Board Meeting Minutes



Topic:	Discussion:
Event Updates	
Ladies Night Out	<i>Friday before Mother's Day - 9, 2026</i> All costs are accounted for. Karen will create a generic Thank you letter for LNO. Committee Members are: Betty Severns, Amy McDonald, Danni McFadden, Dana Wilson, Jeanell Branstool, Kayla Gardner, Mel Banbury & Alista Mills
Chicken Days	<i>Saturday before Father's Day - June 14, 2025</i> All costs are accounted for. See the Financial report notes above for 2026 income/expense actions. Improvements to consider for 2026: <ul style="list-style-type: none">• Host a toy tractor show• Add Exhibitor Signs (similar to the sign made by the blacksmith)• Don Leo's watermelon Karen will create & print a thank you letter for Chicken Days. Amy will send out. Committee Members are: Amy McDonald, Betty Severns, Karen Blubaugh, John Yoder, Jolisha Wallace, Cassie Stutz & Jesse Fischer
Danville Holiday Market	<i>Saturday before Thanksgiving - November 22, 2025</i> The St. Luke's Center has been reserved for this year's event. There has been past consideration for expanding the event to the School building, but construction at high school is not scheduled to be completed until December, 2025. <ul style="list-style-type: none">• Vendor solicitation will start in July• Food providers need to be confirmed
Christmas Walk	<i>First Sunday in December - December 7, 2025</i> Betty will send Karen notes & expense for budget & action item preparation
Committee Reports	
Branding	Amy noted the need to discuss the \$5,000 budgeted for the KCC&VB publication, which has been redirected to Holmes County publication advertising possibility. Olivia Toth is researching the Holmes County possibility and will report back in the August board meeting.
Beautification	Landscaping around the two Village entry signs is still a desired project.
Business Development & Relationships	No Update.
Information Sharing	

July 3, 2025

Main-Market and Beyond - Board Meeting Minutes



Topic:	Discussion:
New Projects	None.
Adjourn	Amy motioned to adjourn. Brock seconded. Motion approved. Meeting adjourned at 10:30 am.

Next Meeting:
Thursday, August 7, 2025 @ 8:30am
Killbuck Savings Bank - Brock is unable to attend