

April 3, 2025

## Main-Market and Beyond - Board Meeting Minutes



Attendees:	Board Members: Whitney Johnson, Brock Ross, Karen Blubaugh, Mitch Durbin, Betty Severns, Amy McDonald & Emily Shipley Guests: Joyce Hurd
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Topic:	Discussion:
Welcome	Whitney welcomed everyone.
Minutes Approval	There were no changes to the March 2025 meeting minutes. Brock motioned to approve the March 2025 minutes. Mitch seconded. Motion approved.
Financial Report	<p>Brock reported the financials as follows:</p> <ul style="list-style-type: none"><li>• Beautification Account Balance: \$13,810.90. Includes remaining Veterans Memorial Park Grant \$11,508.00.</li><li>• Operating account balance is \$ 32,797.66</li><li>• Total cash balance is \$46,608.56</li></ul> <p>Brock has filed the M-M&amp;M 2024 tax return.</p> <p><b>Brock will be paying the umbrella insurance soon.</b></p> <p>Whitney motioned to approve the Financial Report. Karen seconded. Motion approved.</p>
2025 Partnership Drive	<p>As of April 2nd, the total Partnerships sold is \$13,485 and the breakdown of each level is below:</p> <ul style="list-style-type: none"><li>• Premier: 21 Partners - \$11,550.00</li><li>• Events Sponsor: 3 Partners - \$1,050.00</li><li>• Business Growth: 2 Partners - \$500.00</li><li>• Business Starter: 1 Partner - \$100.00</li><li>• Community Friends: 4 Friends - \$285.00</li></ul> <p>There are a few more Partnerships sold which will be entered into the online form. Discussion ensued about continuing to receive 2025 Partnerships; it was agreed that we don't want to turn down the partnership, but there was recognition that the business will lose benefits of the partnership as time goes by. There was some discussion about offering "late joiners" other benefits, but nothing definitive.</p> <p>The following is a breakdown of the delivery method for 2025 Partnerships received:</p> <ul style="list-style-type: none"><li>• Hand Delivery: 23</li><li>• Email: 2 (Knox Public Health, Payne &amp; Brown)</li><li>• USPS: 2 ( Risen Thrift, Town &amp; Country Storage)</li></ul> <p>Hand delivery is definitely the most effective. Feedback on the packets has been very positive and should be in the plan for next year. Since USPS was not effective, this should be omitted from next year's plan. Overall the online form was effective. The paper form was hit and miss.</p>

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	<p>There was some discussion about an email blast to remind potential 2025 Partners. No action was assigned.</p> <p>It was agreed that the 2026 Partnership drive will begin in mid January and go to the end of February. Planning and partnership package development should be discussed before the end of 2025.</p> <p>The 2025 M-M&amp;B Partnership - Marketing Plan was reviewed and everyone agrees with the deliverables and responsible persons. <b>Amy expressed some need for some clarity between her and Ashley around the point of contact for Olivia &amp; Miranda.</b></p> <p><b>Whitney will create a Google my Business account/page for any Partners without a website or facebook page.</b></p> <p>Ashley's request for assistance on social media help was not discussed.</p> <p>Mitch asked for any remaining Partnership packets as he wants to make a face-to-face contact with some of the local businesses. Betty &amp; Whitney will save the 3 they have left.</p> <p><b>Mitch will contact Steve Bratton, American Legion Post Commander, Lynn Lyons, Charles Wallace &amp; NAPA when he returns to Ohio.</b></p> <p><b>Whitney will contact Straight A Signs.</b></p>
Videography	Molly Mickley confirmed receipt of the Request for Proposal and committed to have something back to the week of April 7th..
Marketing Budget	<p>Draft was reviewed and updated:</p> <ul style="list-style-type: none"><li>• \$5,200 for 2-page Discover Mohican ad</li><li>• \$0 Main Event Sponsor Banners (see comments below)</li><li>• \$5,000 for the 3 KIOSK deliverables (Betty is working on getting another estimate... hopefully less costly)</li><li>• KCC&amp;VB is unknown</li></ul> <p>Budget updates will continue with the goal of having it completed before the May meeting. <b>Please send Marketing Budget updates to Karen.</b></p> <p><b>Whitney has the business logo files from last year and will make a folder and send them around.</b></p> <p>There is a desire that an article in Knox Weekly &amp; Knox Pages be published <u>before</u> Ladies Night Out &amp; Chicken Days. <b>Mitch will contact Cherly Spain, Knox Pages. Amy will ask Kayla to contact Knox Weekly.</b></p> <p>Amy requested to invite Miranda, Discover Mohican to the June meeting. <b>Karen will add Miranda, Discover Mohican, to the June meeting agenda.</b></p>

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	<p>In the past, Ladies Night Out &amp; Chicken Days event banners have been created by adhering an 8.5" x 11" laminated business logo to a blank banner; the banner is displayed at the LNO main stage and Chicken Days silent auction house. The plan is to use the same method this year.</p>
<p><b>M-M&amp;B Website</b></p>	<p>After some minor changes are completed, the new website will be ready to launch, perhaps the week of April 14th.</p> <p>All were reminded that Herd Media is being paid \$175 per month to maintain the website and Ashley will be the point of contact for updates. <b>All to send any website updates to Ashley.</b></p> <p>Megan Lucas &amp; Jerimy &amp; Misty Kollas of KB Tire, are interested in attending our meetings. All agreed it was OK to invite them.</p>
<p><b>Project Updates</b></p>	
<p><b>Veterans Memorial Park Project</b></p>	<p>Funds Approved: \$19,619.00</p> <p>Completed</p> <ul style="list-style-type: none"> <li>● Knox Pages did a feature story on the project</li> <li>● Flyers have been posted around town to inform the public of the project</li> <li>● Pine trees have been removed</li> <li>● Some top soil has been stock piled</li> <li>● Picnic table tops, in the shelter next to the Memorial, have been replaced and will be painted once the wood is cured.</li> <li>● Stumps have been ground.</li> <li>● Trash cans have been ordered &amp; will ship 4/23</li> <li>● Joyce has received the estimate for the utility shed. Betty asked to ask for clear panels in the roof for natural light</li> </ul> <p>To Do:</p> <ul style="list-style-type: none"> <li>● Picnic shelters will be power washed before Ladies Night Out; payment for power washing is TBD (Mitch)</li> <li>● Order/purchase the utility shed</li> <li>● Andy Franks will begin planting/landscaping when the weather is right</li> <li>● Top dressing &amp; planting grass seed after planting/landscaping is complete</li> </ul>
<p><b>Electric Project @ Park</b></p>	<p>Approved Funds: \$3,500.00</p> <p>Completed:</p> <ul style="list-style-type: none"> <li>● Five Pedestals have been installed by Buckinghas Electric</li> <li>● Invoice has been paid in the amount of \$4,400.00</li> <li>● AEP completed the work to separate the Park from the Football Stadium / Danville Local Schools</li> <li>● Mitch has completed a first draft of the completion report for the Energy CoOp</li> <li>● The Energy CoOp will provide their logo stickers to place on the Pedestals</li> </ul> <p>To Do:</p> <ul style="list-style-type: none"> <li>● Acknowledgement/recognition of Energy Co Op support for the project</li> </ul>

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	<ul style="list-style-type: none"> <li>○ Signage thanking the Energy CoOp - to be displayed at Park before Ladies Night Out</li> <li>○ Social media posts</li> </ul> <p><b>Mitch will review Energy CoOp recognition material(s) in the May meeting &amp; Coordinate with Emily for Social Media</b></p>
<p><b>Veteran Banner, etc.</b></p>	<p>Reviewed the draft Veterans Banner Recognition Program document. There are no changes, but it was asked that the document only be distributed to current banner owners and those who have requested new banners. <b>Mitch will ask Emily to “dress up” the Veterans Banner Recognition Program document and will circulate it in the May meeting.</b></p> <ul style="list-style-type: none"> <li>● Betty has returned any money collected to rehang banners</li> <li>● New &amp; missing banners have been ordered.</li> <li>● New brackets have been purchased</li> <li>● Joel said he can hang banners &amp; flower baskets next week. Betty will leave instructions for those banners to be hung on designated light posts.</li> </ul> <p>As an FYI, one of the two old light posts in front of the Municipal building was destroyed. The village has ordered and paid for 2 new light posts that match the new light posts.</p>
<p><b>Memorial Park Stage</b></p>	<p>Approved Funds: \$5,485</p> <p>The many potential uses of the new stage was listed:</p> <ul style="list-style-type: none"> <li>● Events</li> <li>● Outdoor movies</li> <li>● Bluegrass festivals</li> <li>● Veterans Band - Memorial Day</li> <li>● Country Line Dance</li> <li>● Car show</li> </ul> <p>Mitch asked to regroup on this project. He has talked with Mayor Joe who agrees that it would be good to refresh the Village Planning and Village Council on the project.</p> <p><b>Mitch will prepare a presentation, review it in the May board meeting, then take it to the Village Planning meeting on May 12th.</b></p>
<p><b>KIOSK Upgrades</b></p>	<p>JT Vinyl’s provided an estimate to do the KIOSK background, 4’ x 8’ white metal sheet, 2 maps, numbered magnets, business 4” x 4” logo, business card size logo. The estimate was \$5,000. Betty will contact Truex Printing for a second estimate. Once the estimate is received, Betty requested that the Board agree to an email review and approval of the project expenditure. All agreed.</p> <p><b>Betty will email the Board when the second estimate is received.</b></p>
<p><b>Event Updates</b></p>	

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Topic:	Discussion:
<b>Ladies Night Out</b>	<p><i>Friday before Mother's Day - May 9, 2025</i></p> <ul style="list-style-type: none"><li>● Street banner ready to be hung</li><li>● Cable/hooks to hang the banner have been purchased</li><li>● All other arrangements are completed or under way<ul style="list-style-type: none"><li>○ Entertainment has been arranged (3 bands)</li><li>○ Advertising is done</li><li>○ Four food trucks will be present</li><li>○ Gift bags have been received</li><li>○ 24 vendors are signed up</li><li>○ Kid Zone is planned</li><li>○ No port-o-pots are needed</li></ul></li></ul> <p>Businesses will be reminded to remain open.</p> <p><b>Mitch will contact the Village for Police coverage &amp; Trash Cans and the School for RestRoom Supplies.</b></p> <p><b>Amy will add an ad in Knox Pages daily highlights to the LNO advertising.</b></p> <p>Betty has found 150 wooden chairs for sale. The price is \$3.00 per chair. The board unanimously agreed to purchase all 150 chairs.</p> <p>Committee Members are: Betty Severns, Amy McDonald, Danni McFadden, Dana Wilson, Jeanell Branstool, Kayla Gardner, Mel Banbury &amp; Alista Mills</p>
<b>Chicken Days</b>	<p><i>Saturday before Father's Day - June 14, 2025</i></p> <ul style="list-style-type: none"><li>● Jessie Fisher is on board and helping with advertising</li><li>● The banner has been ordered</li><li>● Case Farm will donate the chicken</li><li>● John &amp; Laura Yoder are arranging the food<ul style="list-style-type: none"><li>○ Laura has a Food License</li></ul></li><li>● The range of vendors has been expanded to attract more vendors</li><li>● T-Shirts will be for sale</li><li>● May 19th is the next planning meeting</li></ul> <p><b>Mitch will contact the Village for Police coverage &amp; Trash Cans and the School for RestRoom Supplies.</b></p> <p>Karen confirmed there will be a port-o-pot at the park in the same location as last year, provided by the Village.</p> <p>Committee Members are: Amy McDonald, Betty Severns, Karen Blubaugh, John Yoder, Jolisha Wallace, Cassie Stutz, Renee Russo &amp; Deb Payne</p>

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Topic:	Discussion:
<b>Danville Holiday Market</b>	<i>Saturday before Thanksgiving - November 22, 2025</i> The St. Luke's Center has been reserved for this year's event.
<b>Christmas Walk</b>	<i>First Sunday in December - December 7, 2025</i> <b>Betty will send Karen notes &amp; expense for budget &amp; action item preparation</b>
<b>Committee Reports</b>	
<b>Branding</b>	Next step is getting the regional advertising planned.
<b>Beautification</b>	<p>Landscaping around the two Village entry signs</p> <ul style="list-style-type: none"> <li>● Village planning committee has already approved the landscaping</li> <li>● The plan calls for: <ul style="list-style-type: none"> <li>○ a dirt mound - Village will supply</li> <li>○ large rocks - Dave Hawk will supply</li> <li>○ #3 rocks - Village will supply</li> <li>○ soil - Village will supply</li> <li>○ Weed barrier - MMB will purchase</li> <li>○ Low growing evergreens - MMB will purchase</li> <li>○ Flowering bush - MMB will purchase</li> <li>○ New lights illuminating the sign need - MMB will purchase</li> </ul> </li> </ul> <p>The Board unanimously agreed to the plan. <b>Betty will work with Joel to complete the project</b> Mitch contacted the Village and there is no Memorial Park schedule or reservation process.</p>
<b>Business Development &amp; Relationships</b>	<p>Steve Bratton, Post Commander, is the Memorial Day Parade coordinator. Steve let Mitch know about the plans to replace the tires &amp; rims on the historical cannon beside the Veterans Memorial.</p> <p><b>Mitch will ask Steve if he knows the history of the cannon.</b> <b>Mitch will prepare Park Partners communication with Joyce Hurd leading the group</b></p>
<b>Information Sharing</b>	
<b>New Projects</b>	There is a desire to start a fundraising project for benches in the Park and in some locations along Market Street. <b>Karen will add a bench fundraising project to the future projects list for consideration.</b>
<b>Adjourn</b>	Mitch motioned to adjourn. Brock seconded. Motion approved. Meeting adjourned at 10:15 am.

**Next Meeting:**  
**Thursday, May 1, 2025 @ 8:30am**  
**Killbuck Savings Bank**

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