

Minutes from EBA meeting held January 16th, 2025

Meeting called to order at 8:00 am by Jaimie McFarlin, President.

November Minutes: Sent out and reviewed.

No December Meeting.

December & January Treasurer Reports:

Statements ending 11/30/24:

General Fund: \$6,741.75 – no credits or debits

New Gift Checks: \$14,222.66 – 1 credit totaling \$3,255; \$1,050 spent at 10 businesses

Old Gift Checks: \$9,235.74 – no credits or debits

Statements ending 12/31/24:

General Fund: \$6,094.64 – 3 debits totaling \$692.11

New Gift Checks: \$23,162.66 – 7 credits totaling \$13,985; \$5,045 spent at 15 businesses

Old Gift Checks: \$9,235.74 – no credits or debits

Current Business:

Thank you to Sue Knepp of Woodford County Historical Society for sharing info about the Home Tour in November

Welcomed Danie Kocher as our board secretary

Reviewed Holiday Stroll and EBA Gift Check Review

Holiday stroll was a success

EBA gift check sales during the Holiday Stroll doubled from last year- huge success and people are using gift checks more and more-Total purchased in 2023-\$9,360 Total purchased in 2024-\$15,240 plus \$3,040 in bonus dollars.

New Business:

This meeting will serve as an opportunity to gather input and answer questions about EBA and proposed bylaws changes for timely business of this association.

Watch for the survey which will cover:

- Meeting time
- Bylaws
- EBA membership options
- Membership fee
- Community involvement or networking events
- Mission statement and more

Talked about bylaws and voting guidelines

- Voting on # of people needed to vote
- Board went thru bylaws and will be reviewing them

2025 EBA Membership: A suggestion was made to consider adding a community membership level for people interested in supporting EBA but do not represent a business. This could potentially be a non-voting membership. The EBA Board will consider this and any necessary changes to the by laws.

Business Announcements:

Do you have an upcoming celebration? Are you hiring staff? Please SHARE your events, lucky giveaway winners, holiday pics, celebrations, posts, news, job openings, promotions, sales with us so we can expand your reach with our EBA social media!

Upcoming Key Marketing Days: Martin Luther King Jr. Day, Groundhog's Day, Super Bowl, President's Day, Valentine's Day, Random Acts of Kindness Day, Mardi Gras, Prom, Spring Break, Easter April 20, 2025, Cinco de Mayo, Mother's Day, school year ends, 2025 Market Day vendor sign up is happening now!

Penguin Project- Kiwanee is donating 40 silent auction products
Heart House wrapped up event

Adjourned at 9:10 am.