

LOVE THE HARRISONVILLE SQUARE

Minutes from February 21, 2020

The meeting was called to order at 9:00 am by Happy Welch.

In attendance:

Happy Welch, Scott Beck, Cheryl Bush, Obie Carl, Amanda Stites, Sandy Franklin, Randy Jones, Bob Wiseman and 5 DECA Representatives.

Minutes/Treasurer's Report

- Motion to accept minutes from January 17, 2020 by Scott Beck with a second by Obie Carl. Motion carried. Treasurer's report from Cheryl Bush – current balance \$11,460.78.

Business

- Happy included some information on the budget breaking down revenue and expenditure amounts so far in 2020 and included some totals for different line items in 2019 for comparison.
- Committee Reports
 - Design Committee had a fence company give a presentation at the last meeting. Next meeting will be March 9th.
 - Promotions Committee working on recognition dinner, Bricks & Bluegrass and planning an event for May Preservation Month with the theme of Jefferson Highway. Next meeting will be March 5th.
 - Economic Vitality Committee next meeting will be March 9th.
 - Organization Committee next meeting will be March 11th.
 - DECA representatives talked about possibly having photo opportunities painted on some of the brick walls around the square and then promoting on social media. They will meet with the Design Committee. They are also working on QR Codes and how they could be utilized for the buildings on the square.

New Business

- Happy Welch shared resignation letter from Jerian Cesonis.
- The slate of officers and board nominees for the year beginning in April, 2020 was presented. A motion to accept the slate as presented by Scott Beck with a second by Sandy Franklin. Motion carried.
- Transformation Strategy was the main discussion for the morning. The age group to focus on was determined to be the 30 to 45 age group. A motion to accept this age group by Amanda Stites with a second by Sandy Franklin. Motion carried.
- Next discussion centered on narrowing what type of Transformation Strategy the board wanted to follow. Those strategies were narrowed down to: Entertainment/Nightlife, Food, Furnishings, Furniture and Home. The board also discussed who are the customers and narrowed it to: Workers and Residents, Family Friendly and Family Serving. These will be discussed further and decided upon at the March board meeting.
- After the board was done with their discussion, the floor was opened up to the DECA Representatives. Topics they touched on regarding transformation strategy for the square were: not a place to provide babysitting services, the need for food and entertainment, push everything on social media, the need for more sit-down establishments and to provide some prom-time events.

- Next Meeting will be March 20th at 9:00 am at Sheldon Hall. Motion to adjourn by Scott Beck and second by Obie Carl. Motion carried. Meeting adjourned.

Submitted by Randy Jones, Secretary

- **President** – Happy Welch, **President Elect** – Scott Beck, **Secretary**- Randy Jones, **Treasurer** – Cheryl Bush, **Member**- Obie Carl, **Member**: Jerian Cesonis, **Member** – Amanda Stites, **Member** – Sandy Franklin.