

Enosburg Business Association
May 11, 2021
8am – 9am
Live Via Zoom & On Location at The Quincy

Attendees: Shawna Lovelette, Sean Kio, Ian Machia, Suzi Hull Casavant, Ellen Stanley, Diana Benoit Kittell

1. Welcome- Introductions if needed

Call To order 8:08am

2. Minute Approval/Treasure's report/Membership update

Minutes motion Suzi/ 2nd Ian, All in Favor

Treasure's Report:

Net Income \$843.04

Checking \$3689.43

Money Market \$3436.17

Harvest Fest \$4820.52

Motion by Shawna / 2nd Suzi, All in Favor

Membership 1125 dues

3. Harvest Fest - Lions Club (any updates from their meeting? covid regs?)

3 Vendors that want applications. Suzi stated they had a meeting and will move forward with Harvest Fest. Had conversation with Pierre about antique car display or contest. He will be in touch with the Lions Club at the end of the month. Sandy was going to talk with the Trustees about planning their timeline because it is different from what the state requires. Sandy will wait until they have filled the trustee spots and then she will get on the agenda. Provide distance amongst tents. PTC will provide hand sanitizers; we will require masks for the vendors and looking into having them made. May have our own masks. Sept 18 Committee is Sandy, Sarah & Suzi

4. EBA legal business identity update we will be a 501C4

Ian advised that he explored the Grant piece, we qualify as a 501C4, but the type that we are is better than other types. Can't find anything about applying for grants for other people. We would just be looking to act as a financial agent for other people, not applying for them. FDIC is the same 501C4 so it shouldn't be an issue, but it does depend on the grant.

5. EI updates – 5/1 green up & Perley Block updates

No new Perley Block info will probably be November before things start to move.

Green up day Ellen stated they went to 108 started on the bridge, went toward West Enosburg. Tent. Plans to work on the area behind Sherwood Real Estate. This is a large project, update on Thursday. Are the bldg. owners aware? Ron Larose, Vaughn Comeau, John Dasaro (Ellen will make sure that private owners are aware)

6. Facebook page updates

There is a vocational student interested, Junior from CHCC could do it for a while. Do we want to give her access to our pages? Give Student publishing access, student will have teacher permission. Instagram not needed for EBA. They could schedule a draft and it could be reviewed/ approved by EBA

7. Sean Kio – Marketing series and other updates

We need to update our pamphlet / walking guide to include TexaBel and Vibe

Lely is considering having a farmers' market, they are working on that. Currently they plan for it to be on Friday's.

Last year we did 4 Webinars for marketing, Sean suggests that we wait until after July 4th previous meetings were primarily about digital. Lunch n learn would be great. Sean was hoping to offer business assessments done by CHCC business students. Perhaps 6 classes this time. In September we could coordinate with SJ Marcotte to start in the fall.

Send out a newsletter to inform our business owners. Sean is opened to doing any classes the EBA wants. Basic classes are vey important. By mid June 15th or 22nd and run for 4 weeks. Lunch and learn could be hybrid. We could talk to restaurant about providing bag lunch, Diary center, texabel, House of Pizza, Parkside?

Sean noted that soon there will be a new town website. Sean is working on this. There will be a presentation to the town Selectboard on this at their next meeting. Hope to have it up and running in the next month or so.

8. New Business

*Lawn sale will be advertised as June 5th.

*RE Vital Village and Perley Block. The EBA needs a voice in this conversation. There needs to be delicate conversation. Conversations with the businesses. Who has those conversations asking the Merchants what questions they have, what concerns they have? Can we bring that info to the steering committee? Sean says the steering committee really is not a committee rather an internal management group. Ellen feels that it is important to make sure we have a voice from all the Merchants not just those who are being the loudest. If the EBA is taking this on we really need to make sure we hear from everyone. People need to realize that these projects are not all lumped together, we should create a leave behind. What is the website for the project? Ellen will work on something, Suzi will reach out to D&K, we need to have a leave behind

9. New Meeting Date

6/8/21 At the Quincy & Via Zoom

Committees for each event- at least 3 people for each committee: (Please think about alternatives to these events that are safe for the current environment)

- a. Community Lawn Sale:**
- b. Memorial Day Motorcycle:**
- c. Easter**
- d. Popcorn in the Park:**
- e. Harvest Festival: –**
- f. Enosburg Eats:**
- g. 'Turkey' Drive for the Food Shelf:**
- h. Christmas in Enosburg:**
- i. Membership: Suzy**