

VMA Minutes
December 5, 2023, 12:00 p.m.

Attendees: Brittany Ehrlich (Vice President), Mona Phelps (Secretary), Marilyn Sears (Touchstone Crystal), Amanda Wainscott (Local's Tavern), Melinda Jones (Showplace Realty), Beth Richardson on zoom (Spotz Gelato), Adam (Tasty Town Bakery), Kaylee Brown on zoom (Caribbean Corner), McKenzie Baugh (KB's Southern/Caroline's Creamery), Carrie Davidson (Elemental Yoga) on Zoom.

Treasurer's Report submitted by Marilyn Sears. After outstanding checks, we have a balance of \$10,867.82.

New Business:

- Scavenger Hunt 2024
 - Discussion as far as 2023 and whether to continue. Many thanks to Show Place Realty and VMA for providing the prizes. Conversation tabled until discussing Second Saturday (see below)
- Discussion of Christmas Open House
 - Brief discussion - some businesses stated that they didn't receive much traffic (i.e. food trucks located on Frankfort Street); seems as though a lot of people rode the trolley just so that they could say they rode the trolley. Suggestions for next year included a required stamp at each location in order to be entered for the giveaway.
- Block Parties 2024
 - Supposedly on track to open in 2024 but not sure when
 - Hannah needs to confirm arrangement with city - that VMA will get 10 spots
 - Does VMA want to do 4 block parties again? General consensus - yes
 - Should VMA work with City to have a joint party in June for Juneteenth?
 - Should we pay someone to plan and implement these events?
 - Discussion about moving all events to Green St location.
 - Not comfortable voting on any of this as this meeting has low attendance
- Second Saturday
 - As a way to bring business to our VMA members, consider having a Second Saturday each month with VMA members who want to participate having a special that is only available on that day.

- This would replace the Scavenger Hunt
- Several VMA members (2-4?) would be chosen as the event sponsors, each paying \$25 to the VMA. This money would be used for advertising. All VMA members will be included in the advertising; however, the event sponsors would get top billing
- Amanda agreed to set up a calendar for Second Saturday event sponsors.
- Hoping that this will become a recognizable event in Woodford County - “hey, it’s Second Saturday - let’s go to Versailles and see what the specials are!”
- January & February meeting times
 - Discussion about changing meeting times. Keeping with the 1st Tuesday of the month but changing as needed. Also, continuing to meet at Versailles Brewing - alternating between 6 pm and noon meeting times.
 - January meeting - January 9, 6 pm
 - February meeting - February 6, noon

Future Business:

- Will discuss fundraising options
- Member spotlights
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Next Meeting: Tuesday, January 9 p.m. at Versailles Brewing Company.

Zoom may be available:

Respectfully submitted,
Mona Phelps, VMA Secretary