

ZABA

Minutes March 21st, 2024

## **ATTENDEES**

- See Attached
- Meeting Held at Shubrew. Thank you!

## **AGENDA**

- Call to Order by Joel Grobe
- Minutes reviewed
  - Motion to accept minutes - minutes approved

## **ADMINISTRATIVE REPORT**

Next ZABA Member meeting is 9 am April, 18th at Shubrew

Financial Reports:

- Reports for all of the events are available for viewing virtually
  - Horse Trading Days deposits, no major expenses
  - Currently \$45,000 at end of February

Know of a new business opening? Please have them contact Kelly Carney at Eva Brynn! ZABA would like to offer a ribbon cutting ceremony and a chance to tell them about the great things ZABA does. Opening businesses do not need to be a member to have a ribbon cutting ceremony.

## **Membership Directory**

- If you would like to enter your contact information this is an opportunity for other ZABA members to exchange business information to help the collaborative process along with the ability to reach out to other business owners. \*Internal directory only

Event Dates for 2024 \*Pending Council Approval

**Open Air Market** May 2nd - September 26th (Every Thursday)

**Horse Trading Days** July 18th - 20th

**Fall Festival** October 12th - 13th, Friday Night Block Party on the 11th

**Merchant Trick-or-Treat** TBD \*Proposing Tuesday, October 29th

**Small Business Saturday** November 30th

**Miracle on Main Street** December 5th

**Santa House** December 13th - 23rd \*Opens after the parade during miracle on main

## Member Portal:

- To access this Log into the member portal on the website <http://gozelie.com>
  - All the dates listed for events on a google calendar

## Memberships

- Renewals occur automatically
- IF you get a cancellation notice, your payment is not on file and you need to add a payment method and pay the dues. PLEASE do not delete the emails canceling your membership
- If you are not sure if your membership will automatically renew, reach out to matt [info@gozelie.com](mailto:info@gozelie.com)

## EVENT REPORTS:

### Open Air Market: May 2nd - September 26th (Every Thursday)

Sponsored by Armstrong! Covers all expenses

- [Openairzelie.com](http://Openairzelie.com)
  - New website this year, band, vendor application, all details
- Council approved!
- Vendor applications open and registrations are happening
- Please fill out the form online to let us know what is happening in front of your space so ZABA knows where to put vendors
  - We are encouraging using your own space! IF you are not using it then please let ZABA know so we can place a vendor there.
- Even if you want to have specific vendors in front of you store...you must still put them through the vendor process
- Once designated areas for vendors have been established a portal will be open for them to register
- YOU ARE NOT ALLOWED TO BRING IN VENDORS WITHOUT GOING THROUGH THE PORTAL!
- Live Music (tentatively)
  - Bands will play at different locations on main street instead of always at E. New Castle

### ZABA Socials:

- Quarterly opportunities to enjoy networking
  - Wednesday March 27th 6pm @ Della Terra
- Each quarterly meeting will occur at a different location so be sure to come!

### Horse Trading Days: July 18th - 20th

- Vendor registration opened January 1st
  - 4 corners park crafter locations are sold out
  - Commercial spaces along main street are available

- If you are an off main street business please email info@gozelie for a discount code for a space on mainstreet
- Sponsorship packages available soon
  - Customized/packaged promotion available soon, even an option to pay monthly for all the events.
  - Digital format for marketing and advertising this year
  - Guest vendors in front of main street businesses...MUST register through the HTD website and can not just have them set up.

Fall Festival: October 12th - 13th, Friday Night Block Party on the 11th

Small Business Saturday: Zelig On Ice: November 30th

Miracle on Main: December 5th

- Thank you to all the volunteers, borough, & police
  - \$5,000 donation will be made to TOTO

Santa House: December 13th - 23rd \*Opens after the parade during miracle on main

- Thank you to all the volunteers that work to set up the house

## **NEWS AND NOTES:**

Municipal Coordination:

- Adding electric and corner planter wall to the new castle lot area and anchors for tent goal is before first open air market
- Phase 2 May for the transformers
- Phase 3 is out for Bid
- 4 Corners Park new landscape should be starting this summer

By Law Amendments

- Working to update different by laws

Steve Schoppe

- Explore Zelig Putt and Pour
  - Cost for the businesses to pay for meal and drink stations
    - Businesses are in favor of food and drink stations but not for fronting the cost.
  - 3rd saturday in august 17th

## MEMBER BUSINESS UPDATES & EVENTS:

### Social Media

- Please put information in the member portal if you have something you would like us to share!
- If you would like announcements and news at the bottom of the Newsletter that goes out to all members, put your information in the forum!

### Library

- Game Night Extended to families
- Brushes and boards with CURIO
- Pete the Cat Night April 11th
- <https://zelenoplelibrary.org>

### The Strand

- Chick-Flick Wednesday Quarterly
  - If you would the opportunity to sponsor an event please contact them
  - Thank you chris for You've got mail this wednesday
  - Book to movie adaptation
  - Pop up bar Thursday april 25th beach theme
- <http://thestrandtheater.org>

### Explore Zelig

- Aug 17th putt and pour
- Food and drink stations
- Facade Grants available
- <https://www.facebook.com/explorezelie/>

### Rotary

- 100th Anniversary Feb. 17th
- Shamrock Shuffle
- <https://zelenoplerotary.org>

### Historical Society

- April 6th Tea
  - Basket donations appreciated
- <https://www.zeliehistory.org>

### Lions Club

- <https://www.facebook.com/ZelenopleLionsClub/>

### ZABA

- Cornhole event at steamfitters May 11th
- portion of proceeds back to ZABA
- Live music, ShuBrew selling beer

## Butler County Tourism

- May 9th toast to tourism and grants
- Gift certificates information on programs inserted here
- Virtual tour/recording
- Beer wine and spirits circuit
- <https://www.visitbutlercounty.com>

## CURIO

- Coffee & Art Talk This Saturday
- <https://www.curiocool.com>

Explore zellie grant facade improvements

## Spring Street Studio

- <https://www.thespringstreetstudios.com>

## Parents in TOTO

- 1st week of april presented with check for Miracle on Main \$5,000
- June 17th sensory friendly family event
- <https://parentsintoto.org>

## Glade Run

- Food truck festival Aug. 10th
- <https://gladerun.org>

**ZABA Attendance Record: Available Upon Request**