

ZABA

Minutes August 18th, 2022

ATTENDEES

- See Attached
- Meeting Held at Library. Thank you Alyssa

AGENDA

- Call to Order by Dan Fritch
- Minutes Reviewed
 - Motion to accept minutes - minutes approved

ADMINISTRATIVE REPORT

Financial Reports:

- Current Report is Available to view
- Not currently finalized, a more detailed report will be available next month

New Businesses/Membership

- Ribbon cutting for Cranberry Psychological Center at 7:30 on 8-18
- Ribbon cutting for Laska Lash studio at 5:00 on 8-20
- If you know of a new business please contact Kelly Carney at Eva Brynn to welcome them!

Member Portal/Social Media:

- To access this Log into the member portal on the website <http://gozelie.com>
 - *IF YOU WANT THINGS INCLUDED IN THE MONTHLY NEWSLETTER OR ON SOCIAL MEDIA YOU MUST ADD IT TO THE MEMBER PORTAL*
 - Do Not Email Matt Edwards

EVENT REPORTS:

Miracle on Main: *Donna Ziegler*

- Event is Scheduled for December 1st
- Next planning meeting is 8:30am on Sept 7th at Spring & Main
- Looking for volunteers
- Working on parking and shuttle service
- Exploring more food options to be available but not wanting to bring in outside vendors

Open Air Market: *Angie Dawson*

- Every Thursday evening from 5-9 through the October 27th

Discussions are beginning for Next Year's Open Air Market and looking to help

- Fix vendor issues
- Pay Bands
- Maintain the concept that this was created to help promote local businesses not outside vendors and bands

- Create a more of a strolling atmosphere where music is background music, looking to get away from large bands and crowds that sit and stay

Retailers: How are Thursday Nights?

- A lot of NEW people visiting the event and coming to town
- Visibly more foot traffic on days other than Thursday's nights
- Even days that seem "slow" or have less people are steady and bring revenue to the businesses

Things to Remember...

- If you are allowing someone to set up in front of your business that is not a registered vendor with ZABA please email Matt Edwards at ingo@gozelie.com
- If there is an issue Thursday Evening please contact Matt Edwards Phone # available upon request
 - Thank you to Armstrong
- Vendors can set up as early as 4pm but not earlier
 - If you invite a vendor please do not let them park on main street

Band Sponsorships are still available

Help setting up tents at Spring Street Lot is greatly appreciated

Horse Trading Days: Matthew Edwards

- Leftover merchandise available for purchase
- Finalizing payments, bills, etc.
- HTD final thoughts
 - Working on sending a better message when advertising HTD next year as to what the event is and why it was created.
 - This is in an effort to educate individuals about the event, who puts it on, where the money goes, and to stop rumors online

Fall Festival:

Oct 15th and 16th: 10 am -7 Saturday & 10 am -5 Sunday

- Sponsorships are available online and hard copies are also available
 - The best way to let the public know of your events during the event is to pay for an advertisement in the booklet. In your ad let people know what you have going on at your businesses.
 - Specific listings for what is occurring during the event takes priority in the booklet instead of each individual business. The best way to promote what you have going on is to purchase an ad and put your information there.
- Chili cook off Saturday - Registration is no OPEN!
 - 2 Competition brackets on Saturday
 - Commercial Bracket (free sponsorship for restaurants that want to participate)
 - Amature Bracket (\$10 entry fee to participate along with a free beer from shubrew, & a custom T-shirt
 - 10 participants per category, Prizes are Zelie gift cards
- Kids activities will move back to spring street for the fall festival to help differentiate between HTD
 - Moving the Kidz Corral opens up more revenue by allowing vendors to register for those spots at 4 corners park

Small Business Saturday: Zelig On Ice:

- Saturday, November 26th

NEWS AND NOTES:

Continued discussions on the new proposed commercial property maintenance/safety ordinance

- They will begin with residential then re-visit commercial

Zelienople Borough app shows where to park on google maps

- We will be adding the link on where to park to the ZABA website
- ZABA will post the link of parking on social media to help for Thursday's and events

Thank you to Seth and Armstrong for the tent project!

- Hoping to be done by Fall Festival
 - Final stages from corporate happening soon then a 10 day turn around. Total cost of the project us around \$18,000 for 3 tents (2 on Main and 1 at the park)

Main Street telephone poles are waiting on Transformers to finish the current block

- Phase 3 will start after that
- Grants have been written and applied for, to begin work on the 4 corners and phase 4

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

- <https://zelienoplelibrary.org>
- Thank you Alyssa for volunteering at the Kidz Corral for HTD!

The Strand

- Taste of the New North fundraiser
- <http://thestrاندtheater.org>

Explore Zelig

- Putt n' Pour August 20th
- <https://www.facebook.com/explorezelie/>

Rotary

- <https://zelienople Rotary.org>

Historical Society

- <https://www.zeliehistory.org>

Lions

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

Main Street Improvement

- Phase 2 continues
- Phase 3 is fully funded (Up to the Strand)
- <https://zelieboro.org>

Butler County Tourism

- Grant panel discussion steamfitters
- <https://www.visitbutlercounty.com>

CURIO

- New FREE Series Coffee & Curator Sept. 10th 9-10
- <https://www.curiocool.com>

Spring Street Studio

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

Parents in TOTO

- Annual fundraiser TOTO-Thon “Won’t You Be My Neighbor” Oct 7th 6:30
 - Looking for sponsors / Donations
- <https://parentsintoto.org>

Glade Run

- <https://gladerun.org>

The Perfect Piece

- Shopping / Bus Tour November 5th
- <https://www.theperfectpiecestore.com>

ZABA Attendance Record:

1. Lauren Shorr - CURIO
2. Dan Fritch - Barber Dan
3. Kelly Carney - Eva Brynn Shoetique
4. Debi Crum - Butler County Tourism
5. Adel Fatur - Historical Society
6. Jaime Knauff- Sendack Orthodontist
7. Joel Grobe - Compass Real Estate
8. Gary Gilarno - Stocking Stuffers Plus
9. Allison Broadrick - Parents in TOTO
10. Sydney Branby - Parents in TOTO
11. Seth Prentice - Armstrong
12. Karen Hungerford - ZHS
13. Matt Edwards - ZABA
14. Freesia - The Nu Look
15. Cindy Slayback - Haute Designs
16. Elizabeth Fortunato - Spring Street Studios
17. Sandi Kirby - unOrdinary
18. Kelly Page - The Strand

Thank you to those who joined us online, your attendance may not be reflected in the attendance record