

## ZABA

### Minutes February 15th, 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 March, 21st at 9am at Shubrew

Financial Reports:

- Reports for all of the events are available for viewing virtually

#### **Unified Small Business**

- Melissa Turner inquired about space at the new Aldi location. Rent is currently 40\$ a square foot, they obviously do not want small businesses there... Call to action
- Concern also arises that other areas for rent will increase
- The community needs to know how these larger businesses affect our climate in town
- We can be doing more for our association to market, grow, support, etc.
  - Billboards, better marketing, etc.
- Strengthen where you are and what you offer
- There is more we can be doing as a unified front even bigger than "Shop Local"
- Sub Committee added to board meeting minutes...
  - To be a part of the committee Email info at go.zelie.com

Please have new businesses contact Kelly Carney at Eva Brynn to welcome them and get a ribbon cutting at your event! (No need to be a member for an opportunity 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 have other business information to help the collaborative process and ability to reach out to other business owners.

**Hot Cocoa Crawl:** January 27th, 11-4

- Positive Event - Next year more garbage cans are needed

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

Matt & Joel are working on a sponsorship package opportunity where businesses can pay one amount and that covers all event sponsorships throughout the year.

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

Barn Clean Out

- April Barn painting/Staining day date TBD

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)

- Once designated areas for vendors have been established a portal will be open for them to register
- YOU MUST fill out the form today and go through the application process.
- We are going to approve anyone coming in
- YOU ARE NOT ALLOWED TO BRING IN VENDORS on your own you must go through the portal or use your space on your own
- Live Music (tentatively)
  - Have bands play at different locations on main street instead of always at E. New Castle
  - 1st & 3rd smaller local musicians
  - 2nd & 4th larger bands
  -

ZABA Socials:

- Quarterly opportunities to enjoy networking
  - Wednesday March 27th 6pm @ Della Terra

- Hosted at different businesses each time

Horse Trading Days: July 18th - 20th

- Vendor registration opened January 1st
  - 4 corners park is closed
  - Commercial spaces along main street are available
- Sponsorship packages available

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

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

- <https://zelienoplelibrary.org>

#### The Strand

- Chick-Flick Wednesday Quarterly
  - If you would the opportunity to sponsor an event please contact them
- <http://thestrandtheater.org>

#### Explore Zelie

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

#### Rotary

- 100th Anniversary Feb. 17th
- February 19th is officially Rotary day now!
- Shamrock Shuffle
- <https://zelienoplerotary.org>

#### Historical Society

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

#### Lions Club

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

#### Main Street Improvement

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

#### Butler County Tourism

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

#### CURIO

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

#### Spring Street Studio

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

#### Parents in TOTO

- 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