

ZABA APRIL Meeting

Member Minutes 9 -10am June 20th, 2024

Next ZABA Member meeting is 9 am **July 25th** at Shubrew *4th Thursday instead of 3rd due to HTD

AGENDA

- Attendance & Introduction
- Mentoring Minutes
- Administrative Reports
- New Businesses
- Event Reports
- News & Notes
 - *Municipal Coordination*
- Member Business: *Updates & Events*

Meeting called to order by Joel Grobe

ATTENDANCE & INTRODUCTIONS:

- Attendance record is available upon request
- Meeting Held at Shubrew. Thank you!

MENTORING MINUTES:

Business Financial Information by Brian

- How do we know how much a business is worth business evaluation
 - A statement for your business on where you can focus on your business to help it grow along with a statement that can help for future planning, retirement, etc.
- Where you are at in the industry,
- What if I am not selling my business why would I want an evaluation
 - This gives you information on key information like how well you are performing
 - Real world application continuation plan
 - A document that can show you what you can do to increase your business other than just increasing your gross sales
 - Once you know what your business is worth it can help you understand retirement planning etc.
- When is a good time to get this done? Once you start to be profitable
- You should have it updated when you make large changes. Think of it as a living legal document

ADMINISTRATIVE REPORT

- Meeting Minutes & Financial Reports
 - Reports are available under the member portal at <https://www.gozelie.com/> or through the newsletter link.
- Membership Directory
 - Add your information to the Membership Directory through the Member Portal
 - Information is internal only and a great way to connect with other businesses

- Member Portal:
 - To access this Log into the member portal on the website <http://gozelie.com>

The barn is being painted!

NEW BUSINESSES

- July 11th Con Yeager at 6pm
- Please contact Kelly Carney at Eva Brynn if you know of a new business
 - ZABA would like to offer a ribbon cutting ceremony
 - Businesses do not need to be a member to have a ribbon cutting ceremony

EVENT REPORTS:

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

ZABA Socials:

- Quarterly opportunities to enjoy networking
- Each quarterly meeting will occur at a different location

Open Air Market:

May 2nd - September 26th (Every Thursday)

Thank you to our Armstrong for sponsoring the event!

No Open Air Market on July 4th & July 18th of Horse Trading Days

- New website this year, band, vendor application, all details
 - <https://www.openairzelie.com/>
- Working to get more vendors on the north side of Main Street
- IF you would like vendors in front of your space please let Matt know
- Comment what you are doing under the open air market post
 - It is the highest viewed post of the week

Food Trucks at the Open Air Market: Ordinance

- You can not set up a food truck within 150 ft. of a restaurant unless you have permission from the business with a written letter and then permission from the borough

- You can not set up a food truck within 500 feet of the perimeter of the event unless you have permission from the business with a written letter and then permission from the borough
- Most feedback during open air market is that people are looking for something that is on the street and able to walk with due to restaurants being crowded
- LET MATT KNOW BY THURSDAY MORNING what is going on in your business or happening so he can make a post

Food on Main Street

- Fishers has been allowing a food place to come in once and a while to serve food outside
 - Fishers is allowed to set up their own food but there would need to be permission needed from ZABA as to if that is ok
 - Open Forum
 - Are we allowing a restaurant to let another restaurant set up in front of them?
 - IF we are, they will also need to purchase their booth/ table space like other vendors too
 - They will need to show proof of insurance, food safety, etc.
- They contacted the police to see what the ordinance or information is about if this is breaking any kind of rules
- We are ok with them being there but they need to pay for the table etc.
 - Next board member meeting a statement, etc. will be drafted with concise verbiage on how to handle information like this in the future.

Horse Trading Days:

July 18th - 20th

- Sponsorships are available online <https://www.horsetradingdays.com/>
 - Needed by July 1st
 - Curio (Come create during HTD?)
 - Package sponsorships are available for all events too with a payment plan
- Kids spaces are available for the Kidz Coral area
 - If you would like to do a kids activity during horse trading days email Alyssa
 - Pre approve your information with Alyssa then you can purchase a spot
 - kids@horsetradingdays.com
 - 13 years or older, get paid to volunteer!
 - 2 hour shifts \$20
 - 2-2 hour shifts \$50
 - If you would like to volunteer to help during HTD
- Horse parade Thursday Night is Back!
 - Only Horses
- 60th anniversary T-shirts are for sale now!
 - Kids specific shirt as well
- Spring Street Next to the concert venue will be closed for all of HTD
 - Allowing them to sell alcohol or sell food beside the main stage area.
- The Verve Pipe Finally concert This, That, & The Other Thing opening for that

Fall Festival:

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

- Vendor registration is open

Small Business Saturday:

November 30th

Miracle on Main:

December 5th

Santa House:

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

NEWS AND NOTES:

Municipal Coordination

- First friday of the month (June 7th) will be street sweeping
 - Please blow all debris to the road to be picked up Thursday night before
 - E. New Castle Lot
 - Adding electric and a corner planter wall along with planters
 - Timeframe is hopefully before first open air market
 - Stormwater maintenance has been moved to overnight to help alleviate traffic during the day
- 4th of July float ideas put together a committee to create a potential ZABA Float
- Shop small
 - Zelenople
 - ZABA
 - More detail next month
 - Transformers are FINALLY In!!
 - Phase 2 should be starting soon hopefully powerlines will be down by fall fest
 - New sign went in at the e. New Castle lot
 - Lighting will happen soon
 - Plants going on soon

MEMBER BUSINESS: Updates & Events

Zelenople Gateway Signs

- Thank you to Daniel Karns for organizing local landscapers to create and maintain the Zelenople sign entrances into town!

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!

Business Member Events:

Butler County Tourism

- Join their Gift certificate program!
- Have your space recorded for a Virtual tour!
- <https://www.visitbutlercounty.com>

CURIO Art Gallery & Studio

- July 13th Art Show by Susan Walker "*Expressions of Joy*"
- <https://www.curiocool.com>

Explore Zelig

- Aug 17th putt and pour
 - If you would like to participate in hosting a hole please email Joel Grobe
- Facade Grants available
- <https://www.facebook.com/explorezelie/>

Glade Run

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

Historical Society

- B17 flyover for 4th of July parade
- <https://www.zeliehistory.org>

Library

- Bed Derby June 27th
- <https://zelienoplelibrary.org>

Lions Club

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

Parents in TOTO

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- <https://parentsintoto.org>

Rotary

- 4th of July Parade Registration open
- 100th Anniversary Feb. 17th
- <https://zelienoplerotary.org/>

Spring Street Studio

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

The Strand

- <http://thestrandtheater.org/>

ZABA

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ZABA Attendance Record: Available Upon Request