

ZABA APRIL Meeting

Member Minutes 9 -10am April 18th, 2024

Next ZABA Member meeting is 9 am May,16th at Shubrew

AGENDA

- Attendance & Introduction
- Mentoring Minutes *New Agenda Addition!
- 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:

- This 10-15 minute time slot is to benefit our members by answering questions and helping you with your business. Each week a new topic will be presented & discussed to give our members tools to continue to grow their businesses and find success.
 - Google Business Profile Pages
 - EVERY Business has a google page, it is in your best interest to claim the page, update the information and respond to posts. It will help you too attract customers, boost your SEO, and compete with other similar businesses
 - FAQ Resource: [Support with Questions and Answers - Google Business Profile](#)
 - Need help or would you like to dive deeper into the subject?
 - Email info@gozelie.com. If many people are interested in finding out more a separate meeting will be created!

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>

NEW BUSINESSES

- 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

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/>
- Bands will be at E. New Castle Street 3 times a month
- Spring Street will close once a month for a band
- Vendor applications open and registrations are happening
- IF you have not filled out a form on using your sidewalk space outside of your business please email info@gozelie.com or see Joel
- YOU ARE NOT ALLOWED TO BRING IN OUTSIDE VENDORS WITHOUT GOING THROUGH THE PORTAL!
 - This is due to ZABA taking on liability for the evening of the event

ZABA Socials:

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

Horse Trading Days:

July 18th - 20th

- 4 corners park craft locations are sold out
- Commercial spaces along main street are available
 - If you are an off main street business please email info@gozelie.com for a discount code for a space on mainstreet
- Sponsorship packages are available
 - Customized/packaged promotion available soon, even an option to pay monthly for all the events.

- They can be purchased online soon if you are interested in paying now email matt at info@gozelie.com for a direct link before the public link opens
- Digital format for marketing and advertising this year
- YOU ARE NOT ALLOWED TO BRING IN OUTSIDE VENDORS WITHOUT GOING THROUGH THE PORTAL!
 - This is due to ZABA taking on liability for the evening of the event

Fall Festival:

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

- Returning vendors emails will go out soon
 - They will have 1 week to reclaim their space before it goes public

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 (May 3rd) will be street sweeping
 - Please blow all debris to the road to be picked up
- E. New Castle Lot
 - Adding electric and a corner planter wall along with planters
 - Timeframe is hopefully before first open air market

MEMBER BUSINESS: Updates & Events

Mother's Day Sip & Shop event May 3rd & 4th

- NOT a ZABA event, anyone that would like to participate is welcome to email Freesia at freesia@thenuelook.com for more information and social media promotion

Zelienople Gateway Signs

- Thank you to Daniel Karns for organizing local landscapers to create and maintain the Zelienople 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

- May 18th Art Show by Jason Shorr *Galactic Funk*
- <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

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

Library

- Fundraiser Paint Night with CURIO Art Gallery & Studio April 19th
- <https://zelienoplelibrary.org>

Lions Club

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

Parents in TOTO

- June 17th sensory friendly family event
- <https://parentsintoto.org>

Rotary

- Spring pancake breakfast this Saturday April 21st from 8-10
- 100th Anniversary Feb. 17th
- <https://zelienople Rotary.org/>

Spring Street Studio

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

The Strand

- Chick-Flick Wednesday April 24th and will occur quarterly
- Pop up bar Thursday April 25th beach theme
- <http://thestrandtheater.org/>

ZABA

- Z-Town Throwdown Cornhole event at steamfitters May 11th
- Portion of proceeds to ZABA
- Live music, ShuBrew selling beer

ZABA Attendance Record: Available Upon Request