

## DCA Meeting Minutes – 6/11/2018

Called to order at 8:30 A.M. by DCA President, John Larson.

Roll Call: Yvonne Zuck, Becky Van Sickle, Kelly Ashby, Dave Mathew, Linda Bowers, Randy Roberts, Darron Delancey, Tina Miller, Matt Dotson, John Larson, Heidi Ross and Natalie Walker

Treasurer's Report given by Tina Miller. Motion to accept, Yvonne. Seconded, Becky.

Discussions:

Current Rack cards are focused on Longaberger activities, if we are going to have more printed, should we re-design them to better showcase what we currently have available in town? Yvonne mentioned that we could make them lighter and have people on the front, maybe a picture of the Dave Longaberger memorial on the front, maybe highlight shoppers with bags?

Also, Matt added that he and Lynette would like to see more readership in the next evolution of the guidebook, stories and articles describing the shops/businesses.

John asked Tina to get quotes from the post office for mailing out the guides to more zip codes, West Coshocton, East Licking County, Zanesville, etc. Why have them sit in boxes when we can get them out and advertise with them?

Events for 2018 were discussed.

- Corvette Show – Only as good as the weather will let it be. Lynette is re-working the flyer to make it a DCA event, instead of Longaberger. Linda would like to line up the cars in front of auction house and down 6<sup>th</sup> street instead of in front of closed patio shops. Registration has been moved to S'more Baskets, so has Kid's car show. Mayor Mathew will MC the awards portion of the day. Linda stated that she needed 34 prizes, Darron offered to use baskets from the DCA's stock for prizes and maybe make engraved dash plaques for Auto Cross participants. Natalie offered free ice cream to Kid's Show participants. Motion was made by Matt to spend up to \$800 on expenses for Corvette Show, Darron seconded. Linda will be doing a radio/TV spot on WHIZ.  
John wants to make sure to evaluate the show after the fact to determine success and make it better for 2019.
- Legacy Dinner – 60 registrants already. Cost of the ticket - \$39.95, our cost of the meal - \$26.95
- October Fest – The beer garden/craft show portions of this event have been canceled, the board feels that we haven't properly planned this one. We are looking to still have a fall event on that day, decorate Main St, and possibly have street musicians out to play. Lauren Walker, Natalie's daughter, is an OSU music major and will speak with her about putting together a small jazz group to play that day.

Kelly Ashby of Zanesville Chamber reminded us of the pottery lover's event that will be happening in Zanesville soon. Also the McCoy Auction at Jeff Koehler's July 12<sup>th</sup> & 13<sup>th</sup>. Kelly's office will make up visitor bags for your groups, just call and let her know how many and when you need them. She can be reached at (740) 455-8282.

Linda Bowers wants us to have her personal email to keep in contact with us:

[Lbowers1273@gmail.com](mailto:Lbowers1273@gmail.com)

The date and location of the monthly membership meeting was changed. The meeting will now be on the second Monday of the month, still at the 8:30 am time and the location will be rotated to different businesses each month. The next meeting will be on July 9th at 8:30 am at Sarah's House BNB.

President John Larson offered to Adjourn Meeting at 9:57 am. Tina Miller made the motion, Matt Dotson seconded.