

Main Street Amherst General Zoom Call Meeting Minutes

Thursday, September 3, 2020

Meeting called to order at 9:05am by Teresa Gilles. There were 29 members on the zoom call.

Teresa shared updates to members and discussed Walking on Wednesday. Erin Link from ETC Boutique shared positive remarks on this event. Stephaine from Puffer's also shared positive remarks and both business owners appreciated this event. Next Walking on Wednesday will be held September 9, 2020.

Teresa shared the following event information:

>**Basket Bingo:** Per Main Street Board the basket bingo event will be suspended until next year. Potential dates are Sunday, April 25, 2021 or Sunday, May 2, 2021 depending on Eagles hall availability. There will be announcement sent out on deadline for ticket refunds and basket return, otherwise all current tickets purchased for this event will be honored for 2021 rescheduled date.

>**Wine & Chocolate Walk:** Walk is scheduled for Sunday, October 18, 2020 from Noon – 5:00pm. Deadline to participate is September 15. We need 35 participants for this event and currently we have 23 businesses participating. Teresa encouraged business owners to post number of customers allowed in the store at one time due to social distancing protocols. Mask will be required for this event and those that do not have a mask, mask will be provided by MSA. This year purchase incentive of \$20.00 will allow customers to receive an extra raffle ticket for MSA drawing. Participants will receive extra raffle ticket when they return their ballots into MSA. Teresa is encouraging participants to shop and hopefully this incentive to win a prize will help business sales.

>**Christmas Open House** was presented by Erin Link from ETC Boutique. Open House will be held on Sunday, November 1, 2020. This date chosen as November 1 is "daylight savings time change". There is no sign up for this event, every business is encouraged to offer specials/discounts/ on that day.

>**Miracle on Main Street** slated for Friday, December 4 and Lolly The Trolley slated for December 9 are still on as of today per Teresa Gilles. These events will be held depending on COVID-19 guidelines. MSA will closely monitor and inform the community of any cancellations.

>**Smart Shop Workshop** in partnership with LCCC will be held via zoom and it is FREE! Lisa Hutson shared new date of Wednesday, October 7 from 8:30am-10:00am. Topic will be "Business Cash Flow" helping business owners manage their cash flow during these difficult times. Lisa Hutson also gave update on PPP for any business owners that have received this money. Lisa shared that currently they are waiting on Congress. Lisa encouraged business owners to keep and maintain all records of money received/spent as well as wait on completing the forgiveness forms. Lisa is available if anyone has any questions.

>**MSA Board Elections:** Per MSA Amherst Board the elections for any new board members will be suspended until 2021 due to Covid-19 and need to meet and vote.

>**Come Back Kits:** Teresa shared if anyone needs a kit, please let her know as there are extra kits at MSA.

>**Amherst Magazine:** Teresa shared that MSA will be producing their own magazine which will be more cost effective. It is more affordable to produce our own magazine which will allow business owners to advertise. MSA will be looking late 2021 to start this project. Magazine is not a fundraiser but a great tool for everyone.

>**Main Street LIVE:** Teresa shared that MSA will bring back the live interviews to help promote local businesses and churches to highlight not only their new protocol and guidelines for Covid-19, but highlight new products, merchandise, etc. Business owners are encouraged to sign up with MSA and MSA LIVE taping will be held on Wednesday at 12:30pm.

>**Lorain Community Foundation Connect to a Cause:** Event will be held on December 17 from 8:00am-8:00pm. Missy Timko shared the Community Foundation will be celebrating their 40th Anniversary. The Foundation is looking to raise \$500,000 for 56 non-profit agencies in our county. Missy encourage MSA members to participate and members can also see participating non-profit agencies at peoplewhocare.org website. Missy shared that minimum donation is \$5.00 and hopes that everyone can give something. MSA was an actual past winner of \$10,000 prize by securing the “most likes” on Facebook. Judy Recknagel from Mermaid’s Tale and board member of Community Foundation suggested a “money raising thermometer” sign to be displayed.

>**Amherst Video Tour:** Information was shared by Tom Kolb who is working directly with Mayor Costilow. This video tour should be available starting next week.

>**Amherst Schools:** Update was given by Superintendent of Schools, Steven Sayers. Mr. Sayers shared they are in the first six days of new school year. Mr. Sayers stated 76% of students are attending on campus classes and 24% of students are e-campus online. Biggest challenge is school buses with more students riding the bus then was expected especially in the K-5 bus route. Amherst District is hiring new bus drivers at \$22.00 per hour, if there is anyone who looking for employment, have them apply. Mr. Sayers shared the many Thank you’s and positive comments received from parents and the community, all greatly appreciated. Denise McCarthy asked question if e-campus students are taught by Amherst teachers and the answer was yes. Mr. Sayers stated smaller class size were created due to students and square footage with social distancing and plexi-glass dividers were also installed.

Teresa Gilles opened the floor for members to share:

>**ETC Boutique:** Owner Erin Link shared about the “cuddle buddy program” for the Amherst kindergarten students. The cuddy buddy bear program was sponsored by Amherst residents/customers and will help kindergarten students during difficult days with social distancing guidelines. The cuddle buddies will be delivered tomorrow and will have a “tee shirt that states Cuddle Buddy”.

>**Amherst Library:** Becky Denes shared September is library card sign up month. For those securing new library card OR renewing their card, individuals will receive a sweet treat gift card to Sugar Buzz. Becky also shared that virtual art classes will begin on Labor Day. The take and make art craft gifts for adults and children are available and very popular.

>**New Members:** Diane Flock with United Health Care is offering supplemental Medicare Insurance. Diane is a former Amherst School employee. Bill Blum, new member with Lake Business Products stated he sells printers, copiers under the Cannon and HP Label. Bill has worked with many MSA local businesses.

>**City of Amherst:** Jennifer Wasilk shared the city is back to business but no access to City buildings. Jennifer also shared that any request or information shared is communicated to the Mayor's office in timely manner. Teresa Gilles also shared she spoke to Mayor Costilow regarding the light pole arms needing to be fixed. The arm poles have been repaired and the Fall banners have been installed across the city.

>**Sugar Buzz contest:** Karen from Sugar Buzz shared they are having a gumball contest. Also, Sugar Buzz was featured on New Day Cleveland!

>**Sandstone Candle:** Joni Poli, owner from Sandstone Candle shared they are doing candle parties but with social distancing the parties are a smaller group.

>Michael Ciu announced it was Terri Kiedrowski's birthday!

>Motion to adjourn the meeting by Joni Poli and seconded by Erin Link owner of ETC. Meeting ended at 9:48am.

Respectfully Submitted,

Noelia "Nouie" Nodal

Main Street Board Member