

The meeting was called to order by Kim Bethel at 9:35 am by President Kim Bethel.

New officers were announced. Kim Bethel – President. Stephanie Truitt- Secretary. Jeff Marshall- Treasurer. Denise Belle- Vice President

Treasurer's Report Current balance: \$1,844.32

GOBA: Julie Lambert was introduced as a guest speaker from G.O.B.A- Great Ohio Bicycle Adventure, which is an event that is coming to Chillicothe June 17-19, 2012. She invited us all to attend a town hall meeting to be held at the Ross County Service Center on January 17th, 2012 at 6:30 pm for additional information. Julie distributed informational flyers at the meeting and shared the details of the event with us. We should expect 3,000 or more bicyclists during the event. There will be live entertainment, lots of marketing opportunities, and fundraising opportunities for the community of Chillicothe. She suggested we clean up our streets in preparation for the GOBA Tour. Julie can be reached at 775-4846 or 703-4846

Membership Drive: Kim Bethel mentioned having a membership drive like the one that was held at Canal Smoke House in 2011. Jeff Marshall suggested we get involved with a Business After Business event instead. Barb Jividen suggested it should possibly take place in a warm weather month and be held outdoors. Jeff moved to table the discussion to the next meeting. Lew Jones offered to get information from the Chamber of Commerce about Business After Business before our next meeting.

Calendars: Kim Bethel followed up with everyone about the Calendar Sales and offered additional Calendars to those whom have already sold out. Marlene Holman suggested that Calendars should include more events next year. She also suggested that the coupons be on a separate page so that removing the coupons won't damage the calendar, and that the sponsor of each page be able to have a short bio beneath their picture. Kim offered Marlene a position on the Calendar Committee and she accepted.

Evening Meeting: Kim Bethel will now be holding an evening Downtown Associates Meeting for those who cannot attend the 8:30 am meeting at the Chamber of Commerce. The new evening meeting will be held on the 1st Wednesday of each month at BBB Music at 5 pm.

Upcoming Events: Spring Open House, April 13th, 14th, and 15th, 2012. It was suggested that maybe a candy tour might go well since the cookie tour was a success, with the only complaint being that the cookie containers weren't sturdy enough or large enough for the amount of cookies that were handed out. The Candy Tour Idea was put to a vote and it did not pass. Stephanie Truitt suggested that for next cookie tour we order reusable shopping bags printed with our logo instead of the cookie boxes.

Kim Bethel mentioned having sidewalk sales in the warmer months. We openly discussed it and most were in agreement.

Shop and Stroll: Serrelle Laine is the current chairperson of Shop and Stroll, it is not known at this time if she will continue that duty.

Kim Bethel added that she hopes to have a tent set up during warm weather shop and strolls to offer direction and information to patrons.

JoAnn White mentioned VIP Cards. She suggested we have brochures printed with maps and listings of Downtown Associates and the offers that they give to VIP Card Holders. The VIP Card should come attached to the brochure and be given to customers and potential customers. She would like to have them printed and ready to distribute by the April Spring Open House.

Jeff Marshall will be mailing out membership renewal forms to all current Downtown Associate Members. He will also print VIP signs to hang in our store windows to show that we accept the VIP Cards.

Kevin Coleman will be adding Guided Historical Walks and Bus Tours this year and he welcomes any sponsors.

Lew Jones motioned that we send Thank You Cards to people who donated to the Downtown Associates and that have a bill ready to hand them when we are soliciting the donation. Motion Passed.

Motion to adjourn the meeting at 9:44 am. Marlene Holman second.