

ELMWOOD-MURDOCK MERCHANTS' ASSOCIATION

Minutes of the Meeting

October 18, 2021; 7 p.m.

The Elmwood-Murdock Merchants' Association met at the Learning Center on Monday, October 18, at 7 p.m. Those in attendance included Kris Shrader, Becky Kicak, Bonnie Brewer, Kurk Shrader, Cheryl Patterson, Bj Burrows, Tifanie Vogt, Cassie Vogt, Pat Ervin, and Julie Anderson.

The minutes of the September 2021 meeting were approved.

Treasurer's Report. Andy was absent but submitted a report. It reported a balance on hand of \$4,639.11. Invoices for dues going out in November. With no objections, the treasurer's report was approved as presented.

Economic Development:

The Methodist Church has purchased the buildings on main street. Clean up has started. Demolition will commence after the Holiday Extravaganza. A banner will be installed. Donations are accepted for the project. Barricades will be moved in after the buildings are torn down.

There is one lot left in the development.

Grant: The Community Center was the summer recipient of the EMMA grant. Their sidewalk project they proposed is complete but no statements have been presented as of yet.

Business Recognition: Meisinger Floral will have their grand opening at the Holiday Extravaganza.

Newsletter: Pat is working on the draft newsletter which will be going to print soon. Ads are due by November 1st. It will be printed and ready for mailing by the 15th. At the next meeting we will tape it and prepare for mailing.

Social Media: No report.

Website: Send pictures to Julie

Unfinished Business.

The sign on Highway 1 needs two new poles and reframed. They have someone to do it but needs the two poles. Members will be checking around for them.

Know Your Neighbor follow up from FBLA: There were 9 booths and approximately 50 people attended. This will definitely be repeated next year. Possibly move to a Saturday morning in the Gazebo at the Bess Streeter Aldrich Park. Probably will be held the last Saturday in September. FBLA paid for the food for this event.

Extravaganza. Planning continued on the Extravaganza. Kris reported on the events that would be continued and what additional contacts need to be made. Events that are being planned include the pancake feed, candy cane lane, Aldrich House event, Quonset with music, craft show, Memorial event, soup supper, coloring pages, Jingle Dash, Living Nativity, ribbon cutting for new business, and Santa parade around town. Pat presented the coloring page. Should the parade be continued. Members of the Elmwood Community Association were present and said they would like to provide events at the park in conjunction with the tree lighting. Examples of ideas they are entertaining include: fire pits, cider, candy canes, cookies, hot chocolate, Santa tattoos, caroling, lighted cars parked around the park, popcorn, smores, hayrack rides, straw bales, snowflake making, coffee truck, and other

booths (as often shown in Hallmark movies). Kurk made a motion to donate \$250 to the ECA for the event and to provide a free article in the newsletter about the group. Pat seconded the motion. All approved. (ECA is joining EMMA) They are having a public meeting on November 1st at 6:00 pm the Firehall to discuss the organization and brainstorm ideas.

Advertising for the Holiday Extravaganza includes the Lincoln & Omaha newspapers, Social Media, Cass Gram, the Voice, and the Nebraska Country Register.

New Business:

Officers for EMMA will be determined in December.

Discussion on donation to the Methodist Church for the demolition project on main street. Kurk motioned to donate \$500 to the church and \$250 to the Elmwood Community Center for their improvement project. Bj seconded the motion. All approve.

Bonnie has 2 trees by the trail by her house that can be decorated for Christmas if anyone would like to do that.

The Cattleman's Ball will be held at the Cass County Fairgrounds June 3-4th 2022.

Kurk presented that there is a vision for the Elmwood Learning Center to expand with the Midland Community Foundation and it would be called the Elmwood Community Foundation. It would take on the management responsibility for other groups within the area. Any organization can be under the umbrella of it but will need \$5000 to join and by-laws for their organization. They would provide legal, marketing, accounting, services. The standards for joining which will be outlined in detail later. It is an exciting opportunity for the village to have such an organization.

With no objections, the meeting was adjourned at 8:21 p.m. The next meeting will be Monday, November 15th, at the Learning Center.

Julie Anderson; Secretary