

AAAOC Minutes for April 8, 2025

Present: Stephanie, Karen, Kelly, Jerry, Bruce, A.J., Anita, June, Dale, George, Trudy, Rod, Eli, Angie and Rose

The meeting was called to order at 7:04 a.m. by Stephanie.

Minutes: A.J. made a motion to accept the minutes and June 2nd it. The motion passed.

Financial Report: \$13,075.16 is the balance as of March 31, 2025. Not much activity since the last time. Bruce a motion to accept and Eli 2nd it. The motion passed.

The Annual Dinner was cancelled because of not enough interest in attending. 210 Invites were sent out with 2 Free dinners included.

Meet the Candidates Night had a good turn out of the School Board part but just a few stayed for the Village part of the evening.

Small Shop Stroll was held on March 28 AND 29TH. There was a good turnout on Friday with Saturday being slower. It was a good investment for \$40.00. The girls did a good job promoting it and it will be held again next year on March 13 and 14, 2026.

New Business:

Stephanie has found someone to do the car show on Saturday of the Cheese Festival. Sign up will be from 9-12. Awards will be at 12:00. Stephanie will order trophies and dash signs and each participate will receive a ½ pound of cheese. She is looking for sponsors of \$750.00-\$1,000.00 to help pay for those things. If any business is interesting in putting a coupon in the bag of goodies needs to get it to her by August 1, 2025

There are Grants available from the Village that could be used for advertising. We can submit a grant year around now that the rules have changed. Stephanie brought it up that we could use it for the Cheese Festival.

Illinois Heritage Center sends out 5,000 newsletter 4 times a year. Stephanie will check with Richard Harshman to see the cost or the availability of putting in an ad for the Association or inserting our Schedule of Events.

Direction of this organization: Newsletter to members? Member Spotlight? Trying to get members to attend the meetings? Ideas were discussed.

The Association has a Facebook Page that is run by Stephanie. It is Arthur Area Association of Commerce. Take a look and like the page.

Rod would like to see Dining Cards of all the places to eat in Arthur and he would also like each business to have a rack card advertising their business in the Welcome Center rack.

Angie has been working with Emerald Acres in Mattoon. They expect to have 500,000 people a year when they are all done. They have filled 13,000 hotels rooms this year. Homestead Bakery will have their merchandise there. We are only 20 minutes from Mattoon and we need our presence known there.

Bruce walked around downtown and talked to employees and owners to see if they would be interested in coming to our meetings. He asked each of us to do our part to get more people here.

General discussion:

Legacy of Love is Friday, April 11th.

Illinois Amish Heritage Center-Sheep to Clothing event is April 26 7:00-3:00

Quilt Show is April 24-26th. Jolene and her team are working on it.

The meeting was adjourned at 8:18 a.m.

Our next meeting will be on Tuesday, May 13, 2025 at Yoder's.

Submitted by Anita Krutsinger