

LBID MEETING AGENDA
Thursday, January 16, 2020 - 8:30 am
Murray Hotel Conference Room

1. Roll Call
2. 8:30-8:45 **Public Comment** for Items not on the Agenda & Scheduled Public Comment
Individual comments limited to 5 minutes per person due to schedule constraints.
Please state your name for the record prior to speaking.
3. 8:45-9:05 **Discussion/Action Items**
 - A. Review/Modify/Approve Past Meeting Minutes
 - B. Discuss/Approve/Deny Payments on Current Invoices
 - C. Discuss/Approve/Deny Application for Funds
 - D. Review of LBID Expenses/Revenue
 - E. LBID
 - F. Additional Discussion Items from Board Members
 - 1) Increase number of flower baskets this summer
 - 2) Grant publicity; next deadline is January 31
4. 9:05-9:20 **Update on Business Items of Interest**
 - A. Small Business Revolution voting and outreach
 - B. Banner Program
 - C. Graffiti Remediation
 - D. Marketing Report
 - E. Additional New Business from Board Members
5. 9:20-9:30 **Public Comment**
Individual comments limited to 5 minutes per person due to schedule constraints.
Please state your name for the record prior to speaking.
6. Discussion of next Meeting Date and Agenda February 20, 2020
7. Adjourn

Board of Directors

Kristen Galbraith - Chair Dale Sexton - Vice-Chair
Kathryn Bornemann David DePuy Tyler Erickson Dan Kaul Karla Pettit

LBID Administration and Marketing Report for November-December 2019

November

- Solicited Thankful in November small business stories
- LBID “Shop Local” & “Celebrate Local” banner coordination and poster distribution
- Small Business Revolution (SBR) meeting and planning
- 80 Facebook posts, 42 Instagram posts, 1 event (5 hours SBR, 11 hours LBID)
- Create small business contact list and initiate communications for SBR visit
- SBR press release and outreach
- Create and update SBR page on LBID website

December

- Made LBID Gmail and LBID personal Facebook profile and accounts to boost posts on Facebook with LBID credit card (8 campaigns, 2,747 People reached, 3,813 Total Impressions, \$34.85 Spent)
- Create SBR action flyer and outreach, SBR flyer and poster coordination and distribution to small businesses, round 1 and round 2 (5 hours)
- SBR visit and taking photos during 2-day tour
- SBR page website updates
- Editing SBR photos and sharing with SBR reps
- Coordinating with pro bono filmmaker for SBR videos, sharing videos on Facebook & Instagram
- Create YouTube Channel for LBID and populate with SBR videos
- December - 111 Facebook posts, shares and comments, 120 Instagram posts, 280 social media shares and comments (80% SBR, 20% small business posts and shop local shares).

Facebook page likes went from 184 to 472 Nov-Dec. Started doing “Stories” and “Highlights” on Instagram and Facebook, total of 25 for Nov-Dec. We have 265 followers on Instagram, statistics on reach only goes back one week.

- We made Top 5 Towns!! With your help we can make #1. Encourage everyone in your circle to vote: 1 vote per person, per device, per day during the voting period January 14 through 9 pm Mountain Time on Tuesday, January 21 at <https://smallbusinessrevolution.org/small-business-revolution/main-street/season-five/>
- Please put Tuesday, January 28 on your calendar to attend the Small Business Revolution announcement rally. Early eve/time TBA, proposed at the Shane Center ballroom.

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