**Present:** Pres Ryan Berry (Berry Digital Solutions), VP Chris Anders (Berry Digital Solutions), Secy Katie Neer (Solomon’s Garage), Members: Mitch Lingrell (LT’s), Tami Wenger (Project Teddy Bear), Roberta Yoder (YCC & Bobbi’s Bungalow), Alicia (Sertell), Kristie (Dorcey’s & WL General Store), Tami Cox (Country Friends), Ronda (Holdrens), Cindee Boyd (Village of WL), Lydia Hess (LCCC), Robin, Dustin Gardner (3D)

**Christmas in the Village / Small Business Saturday Followup:**

1. Mitch said we need to start parade later next year at 6:30pm, give 5k runners time to get done and police time to stop traffic. Have cones or police car on 245 where band marches out of park – too dark and dangerous.
2. Hand out flyers for Black Friday / small business Saturday during the parade to capture more of the shoppers in the crowd.
3. Better synchronize the announcer and the parade participants.
4. Put grand marshall earlier in parade. Don’t let band drown out announcer, play after announced.
5. Start recruiting floats 6 months ahead.
6. Subcommittee for next year will include Mitch, Dustin, Tami W and Ronda.
7. Cindee Boyd recommends updating the downtown decorations, maybe added illuminated snowflakes on light poles.

**2019 Planning**

1. Ryan announced the association will be forming some subcommittees (Events, Tourism, Marketing, and Retail/Downtown). Formation of subcommittees will help carry the load of our responsibilities and get people working in their strengths.
2. Ryan said we should focus on downtown beautification and on signage in 2019 especially, and strengthening existing village events.
3. Virtual Tour updates – the association has pledged to give money towards updated virtual tours. Then businesses are encouraged to share them based on Dustin’s suggestions.
4. Ryan suggested we hold a “retreat” rather than a meeting in January to set up subcommittees. All WLBA members are encouraged to attend. Will be held Saturday Jan 19 8-11a.m.at Bobbi’s Bungalow. Everyone bring a snack to share.
5. All officers – President, VP, Secy/Treas are up for replacement in April. Members are encouraged to nominate those they think would be good fits for these positions.