

GREATER OAKLAND BUSINESS ASSOCIATION (GOBA)

BOARD MEETING MINUTES

October 31, 2023

BOARD MEMBERS PRESENT: Josh B, Kathy B, Kathy S, Kendall L, Kate Buchanan, Nicole McCullough

MEMBERS PRESENT: Connor Norman, Nick Sharps, Bill German, Pat Hudnall

GUESTS PRESENT: N/A

CALL TO ORDER: 8:02am

MINUTES FROM SEPTEMBER REGULAR MEETING: Motion to accept the minutes as read by Josh, seconded by Kathy B, passed.

TREASURER'S REPORT FOR GOBA AND OHCF, INC FOR SEPTEMBER: Motion to accept the treasurer's reports by Josh, seconded by Kathy S, passed.

OLD BUSINESS

- Autumn Glory Review
 - Nicole provided an update of all the Autumn Glory events and activities. She reported the banjo, fiddle, mandolin competition was extremely successful. There were numerous competitors in all categories and it was very well attended. Guests and competitors were both appreciative of moving the event to one night.
 - The parade was deemed successful regardless of the poor weather and the WVU band cancellation. Nicole reported that off the 100 units that were registered, 70 participated and she was pleased with that number. Nicole reported that the posting of WVU's cancellation garnered over 100k impressions on social media. Kendal expressed concern about being able to handle WVU and the influx of people in the event that the weather would have been ideal.
 - The carnival came at a huge loss again this year. Unfortunately, the weather was not in our favor and that was reflected in the low number of attendees. While the MTC has final determination, Nicole advised that she would encourage them to not continue with the carnival. She did indicate there is a need for something for families to do but perhaps it would be a kids zone on a smaller scale. Kendall agreed and suggested something along the lines of a hay ride around town.
 - Josh provided an update on the Lion's Club happenings over Autumn Glory. He reported the 5k race at Broadford went well with about 200 runners despite the weather. He reported they also took a hit due to the cancellation of the WVU Band at the Tournament of Bands. They prepared for a large number of spectators and concessions; however, with the weather, the event wasn't as well attended as expected. The chair sale on Second Street went well with online sales too.
 - The business community in attendance indicated that while the weekend wasn't record breaking, they still did well.
- Downtown Traffic/Speed/Pedestrians
 - The Board reviewed their previous discussion regarding the issues identified with the traffic and speeding downtown. The board will review some maps and come up with a recommendation to present to the MTC at the December GOBA meeting. Kendall did

emphasize that once a recommendation is presented, we should also encourage enforcement.

- November Workshop Meeting
 - Nicole indicated that we needed to nail down a speaker for the November workshop. She has rented the upstairs of the Transportation Museum for the meeting. She reached out to Sarah Price from the Maryland Retailers Association and has secured her as a speaker for the May meeting. Sarah is excited to visit Western Maryland and will be speaking about the newly passed legislation and how it affects Maryland businesses.
 - Josh polled the membership in attendance and asked what type of speakers or workshops they would be interested in hearing from. Bill G suggested someone from the finance sector. Josh mentioned working with Connor regarding economic development and the marijuana legislation coming down the pipe. Kendall again suggested Kathy B and Anthony provide information about the Oakland Arts & Entertainment District and discuss upcoming events. Kathy B agreed.

NEW BUSINESS

- Heritage/A&E Salary
 - Nicole provided an update regarding the A&E coordinator salary. She clarified that the salary doesn't come from the OHCF fund and that is an actual budget line in the operating budget for the town. There are monies earmarked for the A&E District in the OHCF account from previous fundraisers and they were run through Heritage as it is the Town's 501(c)3 designation.

Motion to adjourn regular meeting at 9:08am by Josh.

EXECUTIVE SESSION

- Incentive Application

ADJOURNMENT: Motion to adjourn executive session at 9:44am by Josh, seconded by Kathy S, passed.

NEXT MEETING: Tuesday, November 21st, 2023 at 8am at the Transportation Museum