

FRIDAY WITH *Friends*

MEETING NOTES

Experience Chehalis

January 13, 2023 | 8:30 a.m.

Attendees: Brandon Rakes, Annalee Tobey, Brian Wilkins, Laura Six, Jessica Kinney, Eric Sonnenberg, Katie McDougal, Brianna Jones, Jill Anderson, Chelsea Barr, Joanne Schwartz, David James, Susan Delaire, Mandi Schoolfield

Welcome Jessica!

- Jessica Kinney has joined Experience Chehalis as our outreach coordinator. She will assist Annalee for 15 hours a week. She has strong ties to the community and great small business and marketing experience. We are thrilled to welcome her to the team.

A Year in Review - Annalee

- Started the year rebranding of CCRT to Experience Chehalis.
- Renewing partnerships with the Chamber and Centralia Downtown Association
- The heart of our mission continues supporting downtown businesses.
 - Safety and security has been a big issue we have addresses with the introduction of the safety and security grants and the regular conversations with local government, organizations, and businesses.
- Business Grants:
 - Facade Grants - 9 in 2022, 40 in total
 - Digital Facade Grants - 6 in 2022, 13 total
 - Safety & Security Grants - 6 in 2022, new in 2022
- Design
 - Downtown plantings
 - Murals
 - Veggie wall
 - Lewis County is not yet ready for mural on Royal Bakery/Star Tavern
 - Artist for the Palmer Lumber mural is not available till spring 2023.
 - Holiday decorations
 - Chehalis Clean Team launch with community help
 - Earth Day Clean-up
- Chehalis Coworks
 - 324 active members - up 30%
 - Last year saw 25% growth
- Promotions

- Social Media - Facebook and Instagram campaigns
- Monthly Blog Posts have provided great content and improved SEO ranking
- A successful ChehalisFest was hosted this past summer despite extreme heat.
- Holiday promotions included Santa mailboxes with children receiving hand written responses from Santa and Holiday BINGO
- Merchandising will be further addressed with our new brand
- B&O Tax Program
 - The cap available this year is \$213,000 through the Washington Main Street's Tax Incentive Program.
- Annalee thanked the hard working, stable, and dedicated Experience Chehalis Board of Directors.

Promotion Committee - David

- Brochure update
- Postcards in process
- Walking tour reprint in process
- Marketing plan in process
- Jessica is going to refresh our e-newsletter efforts
- QR codes are being refreshed on local wayfinding kiosks

Design - Annalee

- Working on planning 2023 projects
 - Palmer Lumber and Royal Bakery mural

Economic Restructuring - Laura Six

- Several grants currently in progress