

**VMA Minutes**  
**January 9, 2024, 6:00 p.m.**

**Attendees:** Hannah Grubbs (President of VMA, Creative Woodford/Kristi's), Brittany Ehrlich (Vice President of VMA, Brittany Jane Photography), Mona Phelps (VMA Secretary, Bluegrass Stitches & Crafts), Melinda Jones (Showplace Realty), Beth Richardson (Spotz Gelato) on zoom, McKenzie Baugh (KB's Southern/Caroline's Creamery), Stephanie Perry (The Cookie Cart) on Zoom, Gary Jones (Versailles Brewing), Yeymy Sosa (T&Y Party Rentals/Yeymy, Realtor), Jeannette Sellers, VMA treasurer/friend), Amanda Wainscott (Locals Tavern) on Zoom.

**Treasurer's Report** submitted by Jeannette Sellers. Balance as of 12/31/2023 - \$10,817.82.

**New Business:**

- Guest Speakers - Sharon Hughes and Judy English from The Art Village
  - The Art Village is having a fundraiser "It Takes a Village" on Saturday, February 24, 6-11pm at The Woodford Club, McCowans Ferry Road, Versailles, KY. They are looking for sponsors and/or donations for their event. More info can be found on their Facebook page.
- Block Party Dates - 5/17/24, 6/21/24, 7/19/24, 8/16/24
  - Bryan Traugott, Mayor of Versailles, wants the VMA to focus on May and June events as the new pavilion may be ready in time for the July and August dates
  - May 17 - Court Street
  - June 21 - Green Street
  - Art in the Park is meeting with the mayor about them moving their event to Court Street with the possibility of the VMA using Main Street (would need to have street closure approved.)
  - Banner - first 2 dates will be included on banner with TBD listed by July and August.
- Meeting Calendar/Quarterly Event Calendar
  - Hannah Grubbs passed around a handout including monthly meeting dates and spotlights for the first quarter. Spotlights are shoutouts on social media about your business. Information for the spotlights need to be provided to Hannah by the middle of the month prior to the Spotlight
- Second Saturday

- discussion about what exactly Second Saturday is. Instead of doing the scavenger hunt, the hope is that Second Saturday will be a way to support VMA members by encouraging people to shop in Versailles. VMA members will have specials that are only available on the 2nd Saturday of the month. As time goes on, Second Saturday will become synonymous with great deals in Versailles.
- The VMA will set up a Facebook event for each month. There will be up to 3 businesses that are “sponsors” for the month. Each sponsor will pay \$25 to the VMA. This will be used for advertising on social media. The sponsors will get top billing as well as the option to have their logo on the advertising for that month. All other participants will get their name listed. The VMA will share the specials of all participants in the event.
- A calendar will be set up to ensure that businesses have an opportunity to participate. All info for the upcoming Second Saturday must be send to the VMA email by the end of the month prior.
- New Events/Fundraisers
  - As the VMA will not be hosting an annual event, need to discuss possible fundraisers. Options suggested: Car Show, Midway Fall Festival car parking, Food Truck Competition, Casino Night
  - Mention was made to possibly do some of the fundraisers on the Second Saturday to encourage increased support of local businesses.
- Meeting Dates
  - 2/6/24 - noon
  - 3/5/24 - 6 pm
  - 4/9/24 - noon
  - 5/7/24 - 6 pm
  - 6/4/24 - noon
  - 7/9/24 - 6 pm
  - 8/6/24 - noon
  - 9/3/24 - 6 pm
  - 10/8/24 - noon
  - 11/5/24 - 6 pm
  - 12/3/24 - noon

**Next Meeting: Tuesday, February 6, 12 p.m.. at Versailles Brewing Company.**

Zoom may be available:

Respectfully submitted,  
Mona Phelps, VMA Secretary