

**West Jefferson Business Association**

Regular Meeting Minutes

November 15, 2012

A general meeting of the West Jefferson Business Association (WJBA) was held at the Artists Theatre on Thursday, November 15, 2012 at 5:30 p.m. Those attending included Bill Bishop, Wesley Barker, Rex Goss, Lisa Willingham, Deb Caine, Keith Woodie, Cabot Hamilton, Kathy Hardy, Bobby & Luis Scarlett.

Bill introduced the Board members to those attending and gave an overview of the Association and accomplishments of the past year. Lisa discussed the West Jefferson Visitor’s Guide publication, Hometown Christmas and Light up the Town decorating contest to which the Ashe Mountain Times will be donating free advertising to the top three decorated storefronts. Wesley said he would send an email out to businesses encouraging them to decorate their storefront.

Deb read over the proposed radio ad to encourage shopping local and encouraging businesses to stay open later during the holidays. This ad was part of a special with WKSK and would cost $50 airing at various times at the station’s choosing.

Keith briefly discussed the Antiques’ Fair and what could be improved for next year’s event. Moving the venue’s location was mentioned as well as vendor setup. Keith said he and the Mayor would be working on this possible venue change.

Wesley briefly mentioned sending out renewal applications for next year’s membership. The dues for next year’s membership are due December 31st. Wesley said he would be mailing these out soon to give businesses enough time for renewal. There was no objection from the WJBA to purchase stamps to mail these letters out. Deb suggested handing out some letters in person to downtown businesses to get a better response.

With nothing further, the meeting was adjourned at 6:45 p.m.