Minutes from January 16, 2018, West Jefferson Business Association meeting:

* Members in attendance: Terri Filipski, Cari Carson, Christopher Born, Rebecca Eldreth, Andy Guion, Travis Ritchie, Crystal Miller, Sherry Goodman, Jane Lonon and Robin Miller. Meeting was held at Bohemia.
* Chris presented the treasurer’s report from December. Currently, the balance stands at $2,322.33. Terri made a motion to get in contact with Keith Woodie that the business association would be remitting to a check for $1,000 to clear out the outstanding commitment for the 2018 Antique Fair. This will reduce the balance in the account to $1,322.33. This commitment, as well as the treasurer’s report was motioned for approval by Andy and seconded by Sherry.
* Discussion of the 2018 Membership Drive included to send out letters to current, as well as potential members to boost membership. The annual membership dues are $100. Rebecca, Terri and Robin will get the letter completed, and Rebecca will get the mailing list and supplies to mail the letters out.
* The election for 2018 Officers was discussed. President, Vice-President, Secretary and Treasurer are elected annually. An email to entice potential officer positions will be sent out. Current officers can only serve two terms, so additional members are encouraged to volunteer to serve so the association will have enough members to shift positions and keep the required quorum attainable. Sherry and Crystal both share interest in serving. Further discussion and selection will be noted at next month’s meeting.
* Jane discussed the upcoming 40-Fest to be held from 11-4 pm, June 2. This event will highlight the Ashe County Arts Council’s 40th year anniversary. Also noted, the 2018 Gallery Crawl schedule will begin June 8.
* A new holiday event for New Year’s Eve was discussed. This was briefly mentioned at the end of 2017, but there was not enough time to dedicate to meeting the deadline, so it was tabled for 2018. The New Year’s Eve Festival would be held in downtown West Jefferson, and would entail a large lighted evergreen ball to be dropped at midnight. Travis mentioned that GE had interest in being a corporate sponsor of the event, and could work with Vannoy Construction to procure a crane for the event. Music and food vendors were discussed to possibly be a part of the event as well. Further discussion to come through the year.
* A small fundraiser was discussed with the possible purchase of stadium blankets featuring the WJ business logo and the caboose silhouette. These could be purchased at the start of the autumn for seasonal events throughout the remainder of the year. Go Postal will be checking into a cost for this.
* An overview of the 2017 holiday extended hours had 15 businesses staying open later on the weekend to accommodate heavy visitor shopping.
* The Business Association website has been updated. [www.westjeffersonba.com](http://www.westjeffersonba.com)
* Additional discussion of the walking maps was reviewed. Currently, Ashe County Cheese and Boondocks have approved to purchase the signs to house the walking maps. These will have the new caboose silhouette design. Andy and Chris discussed the possibility of working with those merchants that want to purchase the box, but have the association install them. This would benefit the business, as well as the association to get the boxes displayed and utilized throughout the town. Prime locations will be determined for possible installs in the next few months. Currently, there are only two boxes mounted – one at Perry’s Gold Mine and one at Hotel Tavern.
* No other business to discuss, Terri adjourned the meeting.

Respectfully submitted,

Robin Miller