West Jefferson Business Association



Minutes from the April 11, 2017 West Jefferson Business Association General Membership Meeting

* A meeting of the West Jefferson Business Association was held at the West Jefferson town Hall on April 11, 2017. **Members in attendance:** **Chris Born, Andy Guion**, **Dale Carlson**, **Terri Filipski**, Sherry Goodman, Tracy Tullish, Cari Carson, Wesley Barker, Guest Speakers Harry Galer, Rebecca Lane (representing the Ashe Brew Club), and Laurie Brintle, (Wilkes Community College). We did not have a quorum of Board members today, so no votes on old or new business items were taken. **Authors Note:** Terri e-mailed the Board after the meeting that Rex Goss has resigned his post on the WJBA Board, but will still participate in the meetings as an ex-officio member of the Ashe Chamber of Commerce. Thus, we now have a Board of seven, so a quorum of four will be what is needed in the future to vote on business matters.
* **March WJBA Meeting Minutes:** Andy motioned to accept the minutes as written. Sherry seconded and all approved.
* **Treasurer’s Report**: Current balance in the WJBA account is $5,000.21. The walking guide budget is $1440 and we have set aside $21.96 to reconcile the total amount of monies for the Antiques Fair divestment. With a reserve of $1000 budgeted, the remaining balance to distribute for other purposes in 2017 is $2538.25. Keith Woodie has been not available to complete the paperwork to complete the Antiques Fair divestment. Chris proposed that the Vice President for the Antiques Fair complete the necessary paperwork. An e-mail vote was conducted after the meeting and the following members voted in favor of Chris’ proposal: Travis Ritchie, Gary Brown, Andy Guion, Robin Miller, and Dale Carlson.

**Old Business**

* **Downtown Mailbox Project**: We have only received 6 commitments for leasing the cluster boxes to date. We agreed to have a second e-mail sent out soliciting additional commitments. Without at least 20 members committing to leasing a mail box, we cannot go back to the town council to present a formal proposal.
* **Visitor Walking Guides:** Becky reported on the progress with the Walking Guide.The new catch phrase – “West Jefferson, A Town for All Seasons”, proposed by Becky was accepted by all as a good idea. Instead of a “tourism town”, Sherry Goodman suggested, “A vibrant, welcoming town” be used in the text on the back of the Walking Guide. Chris also suggested that we indicate the walking path in Seagraves Park on the Walking Guide. The Walking Guide in its new form will be easy to enlarge and use as signage around the town, i.e. in the available kiosk(s). Once in final form, it should take seven days to get the final copies printed. Andy will be taking the Ashe County Visitor’s guide to the Wilkesboro Visitors Center and indicated that he will wait for the completion of the Walking Guides in order to distribute both. Please review and send any comments within the next day or two so that they can be considered for the final version.
* **WJ Caboose**: Dale reported on the progress of fund raising, the current status of acquiring an estimate for moving the caboose, and the potential sites within West Jefferson for placement. Fund raising has been going well, we are approaching the low $30s with a combination of private and public donations and commitments. A fund raising event is being planned for the late afternoon of Thursday, 27 April at the Old Hotel. A representative from the Crane and Rigging Corp visited Bristol, VA yesterday and assessed the crane and truck needs to move the caboose. Becky and I guided him around West Jefferson today (after the WJBA meeting) to review the four potential placement sites. He promised a “turnkey” estimate for moving the caboose to us by the end of this week. Andy, Becky, and I will review the potential placement sites in West Jefferson with Brantley Price, Town Manager, on Wednesday, April 12.
* **Alive after Five:** Any interest in hosting these events in 2017? The WJBA would need to publicize them to a wider extent in order to get the general public involved. The Hotel Tavern, Go Postal, and Ashe Rental Agency indicated that they would likely be hosts in 2017.

**New Business:**

* **Beer and Wine Festival – Harry Galer, Rebecca Lane:** Harry Galer of the Ashe Brew Club proposed the idea to host a Beer and Wine Festival (aka “Stomp and Brew”) in West Jefferson. Rebecca Lane related their experiences with coordinating two “pub crawls” in 2012: January – Polar bear pub crawl: Frasiers, Brickstone, Black Jacks – 150 attended. It was a raging success. March – St. Patrick’s day – 200 tickets were sold. The majority of the people that participated were locals. They would like to host the Beer and Wine Festival during the day and offer business discounts for the WJBA members on the same day. The idea is to show participants the art and craft of beer and wine making. We have two local breweries, a cidery, and a winery that could participate. Our intent would be to open up the event to participants from the region, i.e. Boone breweries, but to keep it as local as possible. The event may require shutting down a street or two on the day it is scheduled to occur. An entrance fee of $10-$15 would be charged, depending on other sponsorships. The Ashe Brew Club wants the support and counsel of the WJBA. WJBA is in support of the idea, the Ashe Brew Club wants to coordinate. Suggested time – Memorial Day weekend. They requested that some members of the WJBA serve as committee members for the event with the Ashe Brew Club.
* **Wilkes Community College Small Business, Laurie Brintle:** 17th Annual Women’s professional seminar is scheduled for 20 April. The topic is “Time Management for Business, the 90 day Focus” Currently, there are 27 people signed up. Men are also welcome to attend this event. Registration deadline is 13 April. Laurie volunteered to host / organize classes for the WJBA membership and we provided some suggestions: Quickbooks, Excel, how to set up a web-site, marketing via social media. What time would be best for our members? Andy suggested sending the schedule for the Wilkes Community College Spring 2017 Seminar series to all WJBA members. We will provide the WJBA e-mail list to Laurie in order to make this happen.
* **Project Graduation:** Chris described this project. High School seniors have a non-alcohol related party at the High school, with food, fun & games for the evening. Chris proposing matching a donation to support this event (proposal attached). Graduation is 2 June. Fund raising runs through 20 May. Terri suggested that we send the proposal out to the board and solicit votes by e-mail. Dale sent a message to all Board members asking for a vote on the Project Graduation funding proposal. The proposal as written was approved by e-mail responses of the following Board members: Travis Ritchie, Gary Brown, Andy Guion, and Robin Miller.
* **With no further discussion, Terri adjourned meeting.**