West Jefferson Business Association



Minutes from the May 9, 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 May 9, 2017. **Members in attendance:** **Terri Filipski, Chris Born, Dale Carlson**, Jesse Evans, Tracy Tullish, Jane Lonon, Ron Brown, Cari Carson, Susan Banks, Becky Carlson, Board Members Absent: Robin Miller, Andy Guion, Gary Brown, Travis (No quorum today, any votes necessary will be conducted by e-mail).
* **Treasurer’s Report**: We did finally sell the Antiques Fair to that new organization. The Antiques Fair account has been closed. $1225.80 has been used to purchase a 2017 Antiques Fair sponsorship, another $1000 is being held to purchase a 2018 Antiques Fair sponsorship. **Project Graduation** - $500 has been allocated for matching grants to that project. To this date, we have four committed matching grants to date at $50 each (total $200). We still have $2100 in reserve for other worthwhile WJBA projects in 2017.

**Old Business**

* **Downtown Mailbox Project**: The WJBA received five enthusiastic commitments by e-mail and Chris heard from four other businesses who thought it was a good idea, but have not provided a firm commitment. Besides two requests by e-mail, there was no direct follow up with the remainder of the other businesses in downtown West Jefferson to determine their commitments. At least 20 leased boxes would be needed to make this project successful. As a result, Terri suggested that we table this project until next year.
* **Visitor Walking Guides:** Walking guides are finished and ready for distribution. Chris took 100 Walking Guides to the Wilkes Visitor Center. Some need to be mailed to the other NC Visitor Centers, of which there are 12. We did discuss distributing WGs in card racks in Boone / Blowing Rock. Not enough guides were printed to make this happen in 2017. The WG enlargement will be available for posting in the display box next to Perry’s Gold Mine in the next couple of days. Additional kiosks were discussed, but most of the potential locations are on walls that are privately owned. We could eventually put one in the kiosk in the proposed Caboose Park.
* **WJ Caboose:**  Terri has made a motion to support the caboose and contribute to the completion of the park. This vote will need to be completed by e-mail. We should establish a maintenance account funded by the WJBA for such things as electricity, cleaning, and painting. This account should be retained by the Ashe County Historical Society. We will need an agreement with the town to maintain the caboose. A surveillance camera and lighting would also be good ideas to implement.

**New Business:**

* **Stomp and Brew** – The “Stomp & Brew” group Filed for a non-profit status. They want to establish an educational component and have people involved with fermentation technology from the Wilkes Community College Campus. It will likely be scheduled in April or May 2018.
* **Wilkes Community College Small Business, Laurie Brintle:** Laurie proposed a possible seminar on the subject “how to get your business on-line”. They would set this up specifically for the WJBA. Jane has volunteered the Arts Center for a venue for this seminar. An evening slot (5:30-7:30 pm) during a weekday would be good. Terri will let Lauri know that this is a “go”, to schedule in the future.
* **Website Maintenance:** The WJBA is seeking someone to update the WJBA website. Terri requested that Wesley send the info to Leah to get an estimate from her. The WJBA website needs updating only once or twice a month. WJBA would have to allocate a budget for website maintenance. Please send your ideas in if you know of someone or some firm that can complete this kind of work.
* **Alive after Five:** Nothing scheduled for June yet.
* **With no further discussion, Terri adjourned meeting.**