

**West Jefferson Business Association**

Meeting Minutes | October 11, 2016

A meeting of the West Jefferson Business Association was held at West Jefferson Town Hall on Tuesday, October 11th at 8:30 am. Members attending included Terri Filipski, Robin Miller, Wesley Barker, Andy Guion, Angelia Church, Christopher Born, Dale & Becky Carlson, Pam Orange, Tracy Tullish, Rex Goss, Ron Brown, Jesse Evans, Gary Brown, Sherry Goodman. Special guest Laurie Brintle-Jarvis of Wilkes Community College was also in attendance.

The first item was approval of minutes from the August 9th, 2016 meeting. There was no September monthly meeting. Gary Brown made the motion to approve the minutes, seconded by Christopher Born. A unanimous vote in favor.

Treasurer Report- Wesley Barker gave the Board an update on the account balance and activity. Wesley said the current balance was $1,667.62. Some recent expenses include the $500 donation to Imagination Ashe. Also, the check in the amount of $632 for advertising in Carolina Mountain Life Magazine summer edition has been cleared. No expenses incurred in September. Andy Guion made the motion to approve the treasurer’s report, seconded by Dale Carlson. A unanimous vote in favor.

Terri Filipski encouraged WJBA members to continue referencing the WJBA website for information on events, meeting minutes & announcements.

Terri stated the recent Alive After 5 event held at Perry Evans Home went very well and she thanked Jesse Evans for hosting the event. She said the next events would be held at Go Postal on Tuesday, November 1st and at The Hotel Tavern on Tuesday, December 5th both from 5-7 pm.

The Light up the Town event was next to be discussed. Wesley Barker stated the Town of West Jefferson has ordered additional lighted displays to be placed at the new bumpouts at Jefferson Ave. & Second St. as well as at Jefferson Ave. & Ashe St. as power outlets will be installed there. Further, Wesley stated new wreaths had been ordered for the new streetlights along Second St. and string lights would be ordered to wrap around these poles to match the others in Downtown. Terri stated Skyline/Skybest would be contributing $1,000 toward Light up the Town again this year to go toward display purchases. Terri entertained a motion for the WJBA to spend some monies toward Light up the Town lighted decorations. Andy Guion made the motion for the WJBA to spend up to $1,000 for Light up the Town decoration expenses. Becky Carlson seconded with a unanimous vote in favor.

A short discussion took place about the new public restroom building and a mural. Jane Lonon stated there had been discussion on a mural that would flow from one building onto the public restroom building. Jane stated she would gather more information on this at report back at the next meeting. In the meantime, holiday decorations were suggested to be placed at the public restrooms such as a wreath on the building and lights on the streetlights in the area. Wesley said he would check on power availability and report back at the next meeting.

The holiday gift basket giveaway would coincide with the Hometown Christmas again this year with businesses donating small gifts to create a large giveaway. Andy Guion and Tracy Tullish will assist in acquiring the donations for the gift baskets. An initial email will be sent out soon to all businesses announcing the giveaway and a date to turn donations in. Andy & Tracy will follow up with businesses who do not respond to the email. The drawing for these baskets will be on Small Business Saturday on November 26th at the Chamber.

Small Business Saturday- Terri stated she has once again signed up to be the neighborhood champion for Small Business Saturday. She will receive lots of supplies including balloons and other goodies to distribute to business promoting Small Business Saturday. She encouraged all businesses to sign up via the Small Business Saturday website to receive promotional supplies.

Gary Brown briefly spoke on the Oktoberfest event that several businesses are participating in on October 15thfeaturing craft beers, food and other specials. Boondocks Brewing, The Hotel Tavern, Carolina Country Wines, Blackjacks, Rose Mountain Butcher Shoppe, Park Vista and Pie on the Mountain are all participating in this event. Participants will receive a card to take to each business and if they visit 5 of the businesses listed, they can use the card to receive a 10% discount at the participating businesses the following weekend. Gary said High Country Tours, a new transportation business, would be offering transportation for participants and rides home if needed.

The upcoming membership drive was the next item on the agenda. Christopher Born said he would head up the membership drive as chairperson. More information would be discussed at the next meeting.

Terri then introduced Laurie Brintle-Jarvis of Wilkes Community College. Laurie is the small business center (SBC) coordinator for the college. Laurie said there are 30 small business centers in the state. The SBC offers free seminars which assist in starting up or strengthening/expanding small businesses with various topics. Those in attendance were interested in Laurie setting up a seminar focusing on marketing your business via social media. Laurie can be contacted at 336-838-6166.

The next meeting of the WJBA will be held on Tuesday, November 8th at 8:30am. With nothing further, the meeting was adjourned.

Minutes submitted by Wesley Barker, Treasurer