

**West Jefferson Business Association**

Regular Meeting Minutes

June 21st, 2012

A meeting of the West Jefferson Business Association (WJBA) was held at West Jefferson Town Hall on Thursday, June 21, 2012 at 8:30 a.m. Those attending included Wesley Barker, Bill Bishop, Rex Goss, Keith Woodie, Rebecca Lane and Lisa Willingham.

Rebecca presented the completed map brochure to the group. Several small changes were made to the brochure but Rebecca said it could be sent to the printers today. Rex made the motion to accept the brochure with the changes. Keith seconded with a unanimous vote in favor.

The next item discussed was distribution of brochures once printed in the NC Visitor Centers, in WJBA members businesses and community partners. Wesley will contact the representative with the Visitor Centers to get approval of displaying the brochures in the Centers. Also, Wesley will pick the brochures up from the printers once complete.

Rex and Keith then discussed the downtown West Jefferson Olde Time Antiques’ fair planned for Saturday, September 22, 2012 from 8 am – 6 p.m. Rex stated the event was approved by the Town Board of Aldermen as well as the road closures which will be Main Street at the Backstreet Park up to College Avenue and the Backstreet from the Backstreet Park to Parsons Farms.

Further, booths will be rented to sell antiques and collectibles and there will be limited food vendors. The focus of the event is to bring business to downtown West Jefferson by promoting the event and encouraging current merchants in town to participate as well. There will be an application process that is similar to Christmas in July for the booth rentals as the committee will approve or not approve the applicants. Keith emphasized that this fair was not a yard sale and no yard sale items would be allowed such as clothing, it would be antiques’ and collectibles only. Limited food vendors will encourage fair attendees to go to the restaurants here in downtown and promote their businesses.

The group discussed how to tie in current businesses with the fair. An olde time weekend was mentioned and to leave it up to the individual merchants to decide what to do to tie into the theme. Other ideas mentioned were a WJBA booth at the fair with a map packet that includes freebee or discount coupons from various businesses. A logo for the festival was suggested. Rebecca said she would work on creating a logo.

With nothing further, the meeting was adjourned.