

**West Jefferson Business Association**

Regular Meeting Minutes

April 16th, 2012

A meeting of the West Jefferson Business Association (WJBA) was held at West Jefferson Town Hall on Monday, April 16, 2012 at 8:30 a.m. Those attending included Wesley Barker, Bill Bishop, Rex Goss, Rebecca Lane, Cabot Hamilton, Dale Baldwin, Keith Woodie and Matthew Levi.

Town Planner Matthew Levi spoke to the Board on planning and zoning policies & procedures mainly focusing on sign regulations for businesses in West Jefferson. Matthew spoke about a display that was formerly Dogwood Realty’s used to display properties for sale. Matthew proposed to the Association his plan to create a Town informational kiosk with a map and calendar of events in West Jefferson using the old Dogwood Realty’s display. This display is currently attached to the McNeil’s Department Store and Robbin McNeil, owner, has given permission for this sign to be used for the Town’s benefit.

Connecting the business and residential sections by constructing sidewalks was next to be discussed by Matthew. He stated grants were available for construction of these sidewalks and the Town has received a grant already to assist in sidewalk construction.

Next, Matthew stated the Planning Board had requested the WJBA’s input on any amendments they would like to make towards the current Town Sign Regulations as it is in need of being brought up to date. Matthew gave each Board member a copy of the current Town sign regulations for their review. Matthew also said a public hearing would be held during a Board of Aldermen meeting before any decision would be made toward these regulations so anyone could speak their mind on these if they wished.

Rebecca discussed the next Pub Crawl and asked for a consensus with the Association about moving forward with the next event but without having the Association’s name involved in them, only the restaurants that are participating. Rex suggested encouraging businesses to stay open later during the Pub Crawls and not to do any of the scavenger hunts that have been done previously as they have not been too successful. Further, Rebecca said no WJBA monies were spent for the Pub Crawl’s expenditures during the past two events. Rebecca said it was not a problem to not include the Association’s name on the future crawls as she works mainly with the pubs to put the event on anyway. Rebecca stated the past Pub Crawls have sold out with the monies going back to the participating restaurants as well as to an account set up for the next Crawls. Rebecca said she feels word of mouth has helped the Pub Crawl’s become successful.

Rebecca discussed the most recent membership count which was at 30 paid members so far. The most recent membership list has been sent to members. Creative Printers has been contacted about the map printing. The quotes are still high for large quantities of 30,000 so Rebecca has emailed them to get some quotes on smaller quantities of maps. The current quote on 30,000 tri-fold brochures is approximately $2,213 which includes printing and folding. Keith suggested comparing some quotes from Go Postal, another Association member, for the printing of the map brochures. Keith feels they would have a right to quote since they are due paying members.

It was suggested to check with the TDA about getting monies for the rack cards/map printing costs. However, Rex explained that these rack cards/maps would only involve the businesses who are Association due-paying members and not all West Jefferson businesses.

Contacting the Visitor’s Centers across the state to see what the requirements were to display rack cards were conferred among the group. Also, working with Kim Hadley to help create the map was suggested since she had designed them in years past. Compensation for Kim’s services was also conferred among the group.

Bill said for the next Association meeting for the Board to present the quotes from Creative Printers and Go Postal for the map printing costs and the Board would take a vote on the quantity, cost and whom would do the printing.

Rex made the motion to give Rebecca permission to contract with Kim Hadley to build the “camera ready” copy of the maps with cost to not exceed $200. Keith seconded with a unanimous approval.

Rex and Keith then discussed a proposed Antique Festival in West Jefferson. Insurance costs/coverage and food vendors & regulations were talked about. Rex and Keith said they would talk to the Town Manager and the Board of Aldermen to get a consensus before the event goes before the entire Board for approval. As of right now, the date for this festival is September 22, 2012 with the times, locations, booth sizes and items to be sold still to be determined. Keith stated 26 vendors have already committed to the event if approved and more would be discussed at the next meeting.

The next meeting is scheduled for Thursday, May 3, 2012 at 8:30 a.m. at West Jefferson Town Hall. With nothing further, the meeting was adjourned at 10:35 a.m.