West Jefferson Business Association



Minutes from the August 8, 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 July 11, 2017. **Members in attendance:** **Terri Filipski**, **Andy Guion, Chris Born, Dale Carlson, Robin Miller**, **Travis Ritchie**, Becky Carlson, Wesley Barker, Tracy Tullish, Cari Carson, Gary Brown, Jane Lonon, Marjorie Shinkle, Kathleen Janowiak
* **Meeting Minutes*:*** *Andy moved to approve the July meeting minutes, Chris seconded, all approved.*
* **Treasurer’s Report**: Deposits for July = $2.79. Current balance $3,826.91 with the remaining balance to distribute of $1826.91. These are discretionary monies available for other projects of value to the WJBA.

**Old Business**

* **Wilkes Community College:** Hosting a “Social Media marketing” class on 28 August, 5:30 – 8:00 pm at the **Ashe County Arts Council**. This class is offered at no cost to all members of the WJBA. If you are interested in taking this class, please register at: https://www.ncsbc.net/reg.aspx?mode=event&event=570370016
* Please referred to the attached flyer for more information



* **Caboose Update:** Exterior painting was completed on 17 August by Andrew Elliott Sandblasting, Inc. Internal electrical work was completed by Parker Electrical Services. We are seeking ceiling lights from another C31 model caboose before that work will be completed. Other work is planned, including:
  + Apply lettering to the sides and cupola of the caboose
  + Construction of a ramp and steps in the rear of the caboose
  + Replace the broken windows
  + Repair the torn upholstery on the seats
  + Build an Informational kiosk
  + Build plant beds and plant trees, bushes, and flowers
  + Complete restoration of the inside of the caboose

**New Business:**

* **Mountain to Sea Bike Ridge:** Likely 1000 bicyclists will be here for this event from 29 Sep to 1 October. They will arrived on Friday and leave Jefferson, NC on Sunday morning. Members of the Chamber can set up a booth or tent at Family Services if there is an interest in doing so. Walking Guides will be available for the participants. Transportation is being coordinated for the participants in order to get them in town or to other locations. Gary suggested a window sign for each WJBA members that could voluntarily participate and offer promotions or incentives. Author’s Note: Gary drafted a version of a window sign and sent it to the WJBA Board members for review (file attached).



How can we make Ashe County a starting point more often for Cycle NC? It would be nice to have some banners that stated, “Welcome to Mountain to Sea Bike Ride from the West Jefferson Business Association”.

* **Blue Ridge Brutal:** Approximately 400 members will participate on 12 August.GE and Boondocks are sponsors. Start will be 8:00 am on Saturday morning. Last person will likely cross the finish line at 4:30 pm / 5:00 pm that afternoon.
* **Charging Stations:** These have been established in the parking lot next to Badger Funeral Home - School Avenue Parking lot.
* **Old Courthouse Music on the Green Flyer –** There was no address where the Old Courthouse is located in Jefferson. Please include the address on the flyer in future.
* **Walking Guide Kiosks –** Gary indicated that he would hang no less than two (likely three) kiosks on his business properties. Andy proposed that we put a common symbol on the top of the box, i.e. a mountain outline with the caboose in the center. One can also be placed in the kiosk by the caboose. It would be nice to have these kiosks at every corner and one at the public bathrooms on Jefferson Avenue. Would a box on the Mountain Outfitter wall be possible? Is the WJBA going to pay for the metal symbol piece? Dale will sketch out a rough concept design for the metal symbol and send it to the WJBA Board for review.
* **Antique Fair –** Weekend of 15-16 September.
* **BackStreet Concert –** WJBA is sponsoring the Backstreet concert on 1 September, the Zephyr Lightning Bolts.
* **Next WJBA Meeting –** 12 September, 8:30 AM in the West Jefferson Town Hall meeting room.