

West Jefferson Business Association



P.O. Box 573 • West Jefferson, NC 28694 • www.westjeffersonba.com

Minutes from March 20, 2018, West Jefferson Business Association Meeting:

- Members in attendance: Terri Filipski, Crystal Miller, Michelle Hardy, Sherry Goodman, Pamela DeBord, Travis Richie, Cari Carson, Rebecca Eldreth, Angelia Church, Jane Lonon, Tracy Tullish. Meeting was held at West Jefferson Town Hall.
- Minutes from February Meeting was motioned to be approved by Crystal Miller and Travis Richie gave 2nd.
- Sherry Goodman presented the Treasurer Report: Balance as of meeting time: \$5714.91 The treasury report was motioned to be approved by Pamela DeBord and Travis Richie gave 2nd.
- Discussion of the WJBA Board meeting held on March 5, 2019. Board members discussed Bi-Laws of the association. Two committees were formed at the meeting: Marketing/Social Media Committee (Robin Miller, Crystal Miller, Pamela DeBord) and Membership Committee (Crystal Miller) Crystal has created a contact list of members from 2016 and compared to current members. She has a plan to contact these businesses for membership. New WJ businesses were discussed added to the list at the meeting.
- Discussion of membership drive. Current membership is 40. Goal is 75. The deadline for membership was originally scheduled to end March 20th but has been extended.
- A "Call to Action" Letter was created and will be sent to members to increase involvement.
- Discussion of upcoming events including:
 - Stomp and Brew on May 5th
 - Caboose Dedication Ceremony on May 26 (Music begins at 11:45am)
 - Forty Fest: Celebration of 40yr Anniversary of Arts Council on June 2 (11am-4pm)
- Discussion to begin a committee for ideas on the New Years Celebration. Travis Richie and Michelle Hardy agreed to be on this committee.
- Discussion of ideas to entice customers to visit WJ businesses during events like the Stomp and Brew and Christmas in July. A Scavenger Hunt/Treasure Hunt where customers could mark off or get a card "punched" was discussed. Michelle Hardy suggested "Ticket to Ride" where customer could get a train ticket to be used with discounts or a drawing to win a prize. Michelle agreed to research and contact other towns that have completed similar activities.
- With no other current business, Terri adjourned the meeting.

Respectfully submitted,

Pamela DeBord