**West Jefferson Business Association** 

**Minutes- Regular Meeting**

**September 8th, 2011**

A meeting of the West Jefferson Business Association was held at the Artists’ Theatre on September 8, 2011 at 8:30 a.m. Present at the meeting were Wesley Barker, Rex Goss, Marjorie Shinkle, Lisa Willingham and Jane Lonon.

The first item discussed were the letters that were mailed to the merchants in regards to joining/continuing their membership in the Business Association. Lisa said she would be getting the post office box key from Harold Parks so it could be checked for dues that had been mailed in.

The Main Street meeting held on August 25th with Sherry Adams was discussed among those in attendance. Jane and Lisa highlighted the meeting which included the definition of a Main Street town, the associations between a Main Street employee and other organizations such as the Town, Business Association, Community Partnership and TDA.

Lisa explained that shortly after the all-way stop signs were implemented at the intersections of Jefferson Avenue and Main Street and Ashe Street that Mayor Hudler had contacted her in regards to merchant off-street parking rather than parking in front of their businesses along Jefferson Avenue and Main Street. The idea was discussed to determine a specific parking location for merchants on a specific date and in turn offer coffee to the merchants who decided to participate in this effort as a “thank you for your efforts” from the business association. Further, Lisa discussed drafting a letter from the Association to businesses in downtown recommending this off-site parking effort as well as offering once again any business who might be interested in joining the Business Association. In relation to the letter to be sent out to all businesses, an email group listing was discussed which could be used to get the word out to businesses.

Jane recommended including all businesses in the mailings, emails, etc to encourage non-due paying businesses to join and keep them abreast of events going on as well as members.

The next topic discussed was Halloween activities. Lisa mentioned having businesses choose themselves if they want to give out candy on Halloween to any children who are trick or treating. Lisa recommended that since Halloween falls on a Monday, and because there were some issues with businesses last year, that there not be a coordinated Halloween event in the downtown area as there had been in years past. Everyone in attendance was in agreement that this proposed decision would be sufficient. Next, fall decorations in storefronts and in the downtown area were conversed by the group. It was decided that a mass email would be sent out explaining Halloween as well as promoting fall decoration of your store to merchants. This email would also include some links for ideas of fall decoration ideas.

Lisa showed the preliminary design of the Business Association’s website to those in attendance. The current address for this website is wjba.hannum.net. Possible URLs for the website as well as annual costs were read to the group from an email sent by the website developer, Wally Hannum. The costs ranged anywhere from $1.99 to $11.99 annually.

A Hometown Christmas committee meeting through the West Jefferson Community Partnership was set for Monday, September 19th, 2011 at 8:30 a.m. at Town Hall. Also, the next Business Association meeting was scheduled for Tuesday, September 27th at 8:30 a.m.

With nothing further at this time, the meeting was adjourned.