**West Jefferson Business Association** 

**Minutes- Regular Meeting**

**September 27th, 2011**

A meeting of the West Jefferson Business Association was held at Bohemia on September 27, 2011 at 8:30 a.m. Present at the meeting were Wesley Barker, Rex Goss, Marjorie Shinkle, Lisa Willingham, Jane Lonon and Wally Hannum.

Lisa announced that as of September 27, 2011, 11 members had paid their dues to the Business Association. The website was the next item discussed. It was decided at the last meeting that the address for the Association’s website would be [www.westjeffersonbusiness.com](http://www.westjeffersonbusiness.com). The group then discussed member benefits and responsibilities where it was suggested that membership fees be different for merchants in the city limits and outside of the city limits. Further, it was said the Association should not solicit businesses that were not in the city limits, but if these businesses were interested in joining the Association, they could join.

Jane suggested that the status of the Business Association at this time was not to change the organizational structure such as changing the by-laws, but instead, deciding what kind of association this would be and how it would benefit merchants in West Jefferson.

The Main Street Program was discussed including committee and community involvement. The consensus between the association members was to move forward to support the concept of the Town of West Jefferson pursuing a paid employee for the administration of the Main Street Program.

Lisa stated that there had been a communication gap with members not receiving emails regarding emails. Wally Hannum, website administrator for the Association, agreed to look into the problem with the emails. Wally suggested creating an email account through the domain of hotmail or gmail for better communication between members and merchants.

Partnership collaborations were discussed which included the Association partnering with the Chamber of Commerce as a subgroup. Members of the Chamber could also be members of the Business Association if their business was located within the city limits of West Jefferson.

Two contact email group listings were mentioned for due paying Association members and an overall listing of merchants. The overall email is an attempt to draw merchants who are not part of the Association to become a due paying member.

The group discussed Christmas activities and what the Association would like to do to promote the holidays such as decorating your business for the holidays and recommending extended hours on weekends. A consensus was made to target the weekend of December 2nd, 2011 to encourage businesses to stay open until 8 p.m. to coincide with the “Christmas Crawl” headed up by the Arts Council. The annual holiday parade is on Saturday, November 19th, 2011 at noon. The “Lighting of the Town” is set to begin the weekend of November 25th, 2011 with the Backstreet Park tree lighting and other activities. Businesses are encouraged to decorate uniformly with white lights, garland, etc.

It was suggested that the local Girl Scout troop be present on December 2nd, 2011 for the Christmas Crawl from 5-8:00 p.m. for caroling around the downtown area. Further, businesses could suggest events to bring into the downtown area during Hometown Christmas weekends and these businesses could be the sponsor of the said event.

The next meeting was scheduled for October 18th at the West Jefferson Coffee House at 8:30 a.m. With nothing further at this time, the meeting was adjourned.