Minutes from October 10, 2017, West Jefferson Business Association meeting

* Members in attendance: Terri Filipski, Marjorie Shinkle, Tracy Tullish, Cari Carson, Ron Brown, Christopher Born, Rebecca Eldreth, Andy Guion, John Reeves and Robin Miller.
* Terri introduced the new West Jefferson Town Clerk, Rebecca Eldreth. She replaced Wesley Barker, who resigned his position in late September.
* Chris made a motion to approve the minutes from the August meeting and Andy seconded. There was not a September meeting.
* The Treasurer’s Report was presented by Chris. Currently, the balance is $3801.94; Andy approved;
* Andy discussed the Caboose Project. He advised they will start stenciling the sides this month with the help of AEV. There will also be construction of a back deck (ADA approved) for entrance into the caboose as well as glass replacement of the windows. He discussed the possible time frame of donating the caboose to the Ashe Historical Society in May 2018.
* Robin discussed Light Up The Town event to be held at dusk (5-5:30 pm) on November 18. This will follow the annual Christmas Parade in Downtown West Jefferson. She asked for all businesses to come out and participate in the event as downtown West Jefferson turns on the Christmas lights for the holiday season. John Reeves gave an update that all current lighted figurines have had replacement lights, and now all bump outs have electrical connections.
* New this year to the Parade, the Rotary Club will be selling concessions before and during the parade. They will also be selling Christmas wreaths. All monies raised goes to support the Rotary scholarship fund to help Ashe County seniors further their education.
* Andy discussed the new walking guide menu board logo. This logo depicts a caboose silhouette with a mountain background. These will be added to all the locations where menu boards housing the walking guides are located around town. The committee evaluated the prototype constructed by Roger Peak. The cost for the metal silhouette was $63. The committee discussed adding a white WJ logo on the caboose to familiarize visitors with West Jefferson.
* Discussion of who would own the metal-logoed sign – West Jefferson Business Association or the individual business owners who purchased the menu boards. Also discussed the purchasing or building of free-standing kiosks for the walking guides. The ACHS Construction Class could potentially be contacted about this project to build them. These would be located at the public parking lot across from Ashe County Cheese and on the backstreet. Robin made a motion to accept the designed logo as owned by the WJBA; Ron seconded. Chris made a motion to give the business owners the option to buy their menu boards and Andy seconded.
* Tracy volunteered to donate the printing of the WJ logo for the metal caboose sign from her business, Go Postal.
* Discussion on Small Business Saturday, coming up the Saturday after Thanksgiving. Michelle Hardy is chairing this event, and will be handing out balloons, shopping bags, etc. for business owners to give out to promote shopping Small Business.
* Terri discussed the possibility of having a WJBA Ladies’ Night Out for shopping to be held in December (either a Friday night or Saturday). This may be tied in with the Alive After 5 Holiday Shopping event.
* No other business to discuss, Terri adjourned the meeting.

Respectfully submitted,

Robin Miller