West Jefferson Business Association



Minutes from the March 14, 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 March, 14 February 2017. **Members in attendance:** **Terri Filipski, Andy Guion, Gary Brown, Robin Miller, Dale Carlson**, **Chris Born, Travis Ritchie**, John Reeves, Jane Lonon, Susan Banks, Becky Carlson, Sherry Goodman, Cari Carson. Wesley Barker is no longer a Board member due to the adoption of the revised By-Laws.
* **February WJBA Meeting Minutes:** Andy made a motion to approve as written, Chris seconded the motion. All approved.
* **2017 WJBA Membership Drive:** 52 Members confirmed for 2017. Chris indicated that we should block e-mail and phone numbers from the membership list for those who would like to request this option (can be offered via e-mail).
* **Treasurer’s Report**: Balance last month of $4006.99, current balance of $5806.54, with deposits in the last month of $1799.55. Balance for the Antiques fair is $2232.40 and is still in the name of WJBA. The WJBA opened the Antiques Fair account in January 2014, thus would only be responsible for Antique fair revenue from 2014, 2015, and 2016. We are not responsible for the funds from that fair in 2012 and 2013 because the funds went into an account maintained by the previous merchants association. Terri made a motion to approve the treasurer’s report, Andy seconded, all approved.
* **Board of Director’s Meeting:** Terri made a motion to have a Board of Director’s meeting at a separate time and place. Dale seconded the motion, and all approved. **The meeting is scheduled for Tuesday, 14 March at 4:30 pm at Carolina Country Wines**
* **Downtown Mailbox Project** was presented by Chris Born. Brantley Price called Chris a week before the Alderman meeting and indicated that the project would not be put on the Agenda. Correspondence regarding the reasons why and a rebuttal were exchanged between Chris and Brantley. Some WJBA members attended the meeting in support and Chris discussed the issue during the public comment period of the meeting. Chris indicated one option to consider would be to revise the proposal such that WJBA be the managing entity for the cluster boxes and would outsource the servicing of the boxes to a contractor. Alderman Jerry McMillan suggested that we put together a list of committed box renters and some documentation that their businesses have suffered from a lack of modern mail access. He said that would make it more likely that the council would hear the request, and this request was reiterated by John Reeves. Terri indicated we can put together a letter of commitment from interested Businesses. John indicated that if the WJBA would send a formal letter to the Alderman that the matter would be put on the next Town Council meeting agenda. Terri proposed that we discuss the cluster box issue in our Board of Director’s meeting on 14 March.
* **Visitor Walking Guides:** Becky summarized the progress to date on developing the walking guide (WG).Mock-ups were provided by Cari Carson of Go Postal. Map of downtown will encompass the entire inside page with a directory on the outside. Names of the businesses will be indicated on the map. A map including directions to West Jefferson will also be printed on the guide (from Hwy 77 and Hwy 40). Cari indicated that she sorted businesses by categories used previously. Becky will send Cari a revised list of categories and assignments. Timetable for completion: Publish by mid-April. Andy indicated that the Ashe Chamber visitor’s guide is distributed by hand. Terri said that we typically have distributed the WG to the twelve state visitor centers by mail. TDA gave the WJBA permission to use the WJ logo and “Everyone Fits Here” if we wanted to use both on the WG. The committee has decided to use the WJ logo with WJBA indicated under the WJ logo. Wesley will check to see if we can mail the WJ logo to individual business members, as it is owned by the TDA Chris indicated that he did not wish to be on the map. Jane suggested that we put a decision box on next year’s membership application indicating whether they wish to be on the map or not.
* N**ew ideas / proposals / strategies to support the business environment in West Jefferson:** Dale briefly summarized the results of the survey and indicated a categorized list had been sent to all Board of Director members.
* **Art Council** **– Gallery Crawls:** Jane reported on the good relationship between the Arts Council and the WJBA. WJBA has contributed $500 in the past to the printing and distribution of the Gallery Crawl rack cards. Terri, Andy, and Gary indicated that their businesses greatly benefited from the participation in the gallery crawls. Chris indicated that we wait until our Board of Directors meeting to decide on funding where we would discuss our 2017 priorities. Robin ask when they needed the donation. Jane indicated they were just about ready to go to print and the contribution would be greatly appreciated. Gary made a motion to approve the request for $500 of funding to the Arts Council for printing and distribution of the Gallery Crawl rack cards. Sherry seconded the motion. Chris opposed, but the measure was approved on a majority vote.
* **WJ Caboose**: Andy summarized the WJ caboose project. Andy indicated that we agreed to buy a caboose now located in Bristol, TN. The caboose is in phenomenal condition, with all parts included. Cost of the caboose is $16,500, with estimated additional funds of $13,500 needed to relocated the caboose and restore it to its former condition. We need to figure out how we can raise the total funds of $30,000 by 13 May (60 days from 13 March). Caboose must be moved in 90 days, i.e. by the end of June 2017. Proposal is to place it in front of where the old depot was, in back of the stage by the WJ back street park. We are currently proposing to work with the Ashe County Historical Society to serve as the “bank” for this effort. Donation checks should be made to the Ashe County Historical Society. John Reeves indicated that we would need to establish a “caboose weekend” in order to conduct some intensive maintenance on it once a year. Jane indicated that we need to determine ownership and who would be responsible for taking care of it (at intervals of more than just annually). Andy suggested that we contact Damascus, VA to find out how they handle maintenance of their Caboose. A bronze plaque will be attached to the side of the caboose with the name of the major donating entities. Terri indicated that we will develop a letter to accompany the request for donations.
* With no further discussion, Terri adjourned meeting.