

**West Jefferson Business Association**

Regular Meeting Minutes

January 24th, 2012

A meeting of the West Jefferson Business Association (WJBA) was held at the West Jefferson Coffee House on Tuesday, January 24, 2012 at 8:30 a.m. Those attending included Lisa Willingham, Brantley Price, Keith Woodie, Bill Bishop, Rebecca Lane, Marjorie Shinkle, Vivian Miller and Rex Goss.

The Business Association’s By-Laws and Mission Statement were reviewed. Currently, there are 19 paid members, not 20 as reported in the last meeting. Vivian suggested Marjorie review and suggest by-law changes. Rex would be responsible for the advertising and public relations and Rebecca would be responsible for special events coordination.

Vivian said she feels the Association needs to grow and promote downtown as the Chamber is promoting the entire county. Rex said he feels the Chamber needs to promote downtown. Marjorie feels the Association should show its members that it has a strong Board of Directors to take hold of the organization.

Rebecca is going to retype the by-laws of the Association into a Word document and send out to the members for any changes they might want to make. Also, Rebecca discussed a tri-fold brochure with the limited funds that the Association had with a map in the middle of the brochure. Discussion took place on how to promote downtown shopping in West Jefferson in the surrounding counties and cities.

Vivian suggested a merchant drop-in two times a year at Town Hall from 5-6 p.m. Also, a plan should be made to let the paid Association members know what they are getting by paying their annual dues. The minutes from each meeting should also be sent out in a timely matter prior to the next meeting date. Vivian said to always include all members on upcoming events. Rex said when the Association spends money to let all members know what the expenses are going towards and possibly have a meeting before spending monies even take place. Communication is key.

Rebecca will be working on the brochure and would go door to door to the businesses to promote membership into the Association. She also said the next Pub Crawl is tentatively scheduled for March 17, 2012.