West Jefferson Business Association



Minutes from the July 11, 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 July 11, 2017. **Members in attendance:** **Terri Filipski**, **Andy Guion, Chris Born, Dale Carlson, Robin Miller**, Becky Carlson, Sherry Goodman, Ben Cogsdale, Jane Lonon, Wesley Barker, Ben Cogsdale, Tracy Tullish, Jonathan Risk (Guest from Skyline / Skybest)
* **Meeting Minutes*:*** *May and June Meeting minutes were approved as written*.
* **Treasurer’s Report**: One new member joined (Marjorie Shinkle). $500 donation made for the caboose. $1824.12 monies left in reserve for discretionary spending. *Andy moved to accept the Treasurer’s report, Sherry seconded, all approved.*

**Old Business**

* **Wilkes Community College:** A seminar will be held onMonday 28 August 5:30-7:30 pm, free to all WJBA members at the Ashe County Arts Council. The workshop will cover all aspects of social media for marketing purposes, Facebook, Instagram, and YouTube. There will be a Q&A session about the use of social media for marketing strategies. A flyer will be printed out for distribution to advertise, it will also be posted on the WJBA web site.
* **Walking Guide Kiosk Price Quotes from Go Postal:** (included in the WJBA meeting Agenda). Two Walking Guide kiosks will be put on the corner of Jefferson and Main on the Old Hotel (2x3s). Andy is going to “dress” his up by putting a silhouette of a caboose on top of the kiosks. Jane suggested that we use a uniform icons on the top of all of the kiosks in town. A West Jefferson logo or symbol that could be used in common. Andy suggested we get a couple of different designs and decide on which to use in common. Wesley suggested that the caboose be the symbol for the WJ logo. You can purchase these “menu boxes” on line for inclusion of the Walking Guide (two for $300, or $150 each). Number that will be needed: Andy (2), Gary (2), Sherry (1) – Five for now. *Jane will provide information on the two metal work vendors from Christmas in July.*
* **Web Site:** *Dale will send all previous 2017 WJBA meeting minutes to Sherry Goodman for inclusion on the web site.*
* **Caboose Update:** Weather permitting, painting by Andy Elliot Sandblasting, Inc. will begin during the week of 7 August. Parker Electrical Services has volunteered to donate their work to rewire the caboose for both internal and external lighting. Chris Miller Construction is donating his services to build a ramp and steps in the back of the caboose for access in and out of the caboose. Pollard glass will replace the broken windows in the caboose at cost. Most, if not all of this work, should be completed in August. We are still in touch with the Norfolk & Western Historical Society seeking to acquire stencils for the lettering for the sides and cupola of the caboose. The goal is to complete the majority of the caboose restoration and establishment of the caboose park by the end of October.
* **SkyBest Security:** Skybest is more than willing to donate the cameras for the caboose if they are allowed to promote them to other businesses for a similar purpose. Jonathan can review the Caboose Park and he will determine where it will provide the best coverage for surveillance. Jonathan has yet to get approval from his Manager. These are closed circuit cameras…. They are recording through a DVR. Terri inquired about putting the DVR in the caboose. This is possible, as long as the fiber optics are run into the caboose. Author’s Note: There is a shelf in the “Electrical Locker” where the DVR can sit. New outlets will be provided by Parker Electrical Services to permit electrical access for the DVR. Chris wanted to know if the town park could be covered by this system as well. Jonathan indicated that this would be a stretch.

**New Business:**

* **Small Business Saturday Neighborhood Champion:** Terry has done this for the past three years, but *would like another volunteer to take this over for 2017!* Any member of the WJBA could support and lead this activity. The activity involves local promotion to the businesses and participates in drawing the name for the business / shopping winner for small business Saturday.
* **Concert in the Park:** 1 September, the WJBA is the sponsor for this concert. Jane, Tracy, and Sherry volunteered to help support this effort. Jane will pick up the checks and hand them to the band. Andy volunteered to introduce the band. The Zephyr Lighting Bolts will be the band for this event.
* **With no further discussion, Terri adjourned meeting.**