

**West Jefferson Business Association**

Regular Meeting Minutes

May 3rd, 2012

A meeting of the West Jefferson Business Association (WJBA) was held at West Jefferson Town Hall on Thursday, May 3, 2012 at 8:30 a.m. Those attending included Wesley Barker, Bill Bishop, Rex Goss, Cabot Hamilton, Keith Woodie, Marjorie Shinkle and Lisa Willingham.

The first item discussed was adding an additional Board member preferably from a restaurant in West Jefferson. Rex said Penny Barker from Smithey’s Cafe had expressed interest in joining the Board but she could not attend meetings in the mornings. Rex said she would ask her again if she was still interested.

The next item discussed was map printing, quantities and costs. Rex said a source the Mountain Times works with had quoted 20,000 copies for $1,002. Rex said this was not a local printer, but comparing apples to apples was important with the costs. Further, going local with the printing was recommended by the Board but the costs must be looked at closely in order to not exhaust the Association’s bank account just for printing. Also, it was mentioned the Association might lose a member if printing was done elsewhere, but it could save money.

Distribution locations were discussed for map brochures which included placing them in visitor centers in Wilkesboro, at the Virginia border on I-77, at the South Carolina border on I-77, in Raleigh, Wilmington and Charlotte. Lisa felt the cities of Raleigh, Wilmington and Charlotte should be targeted as a majority of visitors to West Jefferson come from these areas.

Upon calling Creative Printers, Rex said the quote for printing 5,000 was $503 and 10,000 was $799. This would be using 10” x 12” glossy paper and it would include folding. Lisa made the motion to allow Creative Printers to print 10,000 maps at a cost of $799. Keith seconded with a unanimous vote in favor.

Design of the map was conferred among the Board. It was suggested to list business members on one side of the tri-fold brochure with a corresponding number on the map to show where each business is located. Another side of the tri-fold will have the title and cover page with a picture and another side will have a listing of events in West Jefferson throughout 2012. Kim Hadley will be contacted about use of some of her photos of West Jefferson. Also creating a slogan was discussed and a consensus was made to allow Kim to create one she felt best fit the Town. Keith made the motion to use a photo of the cows at the cheese plant for the cover of the brochure as the cows and the plant itself are big attractions in Town. Cabot suggested giving Kim the information and letting her go with it making the map the prominent item, identifying members and adding pictures to grab people’s attention.

Deadlines for paying dues in order to be featured on the map brochure were set for May 11th. Rex said this would be the deadline to get final membership in for the year and to get dues paid. Also, Rex said he would send out an email blast to all businesses announcing this deadline.

Keith made the motion to turn over the map and items to Kim Hadley for creation and completion. Lisa seconded with all members voting in favor. Rex will be the main contact and go-to person for this map preparation and he will be contacting Kim, Creative Printers, Jane Lonon and Rebecca Lane.

The next meeting will be determined after the maps are completed which Rex hopes will be near the end of May. This way, the maps can be printed and distributed before the summer tourist season begins. With nothing further, the meeting was adjourned.