

**West Jefferson Business Association**

Meeting Minutes | March 8, 2016

A meeting of the West Jefferson Business Association was held at West Jefferson Town Hall on Tuesday, March 8th at 8:30 am. Those attending included Terri Filipski, Robin Miller, Wesley Barker, Helenmarie Reavis, Pam Orange, Susan Banks, Jane Lonon, Gabriella Perry, Andy Guion, Sherry Goodman, Angelia Church, Charity Shatley, Christopher Born, and Ron Brown.

The first item was approval of minutes from the February 18, 2016 meeting. Andy made the motion to approve the minutes, seconded by Helenmarie. A unanimous vote in favor.

Treasurer Report- Wesley gave the Board an update on the account balance and activity. Wesley said the current balance was $2,398.60. Also, Wesley said more deposits would be made with membership dues this week and several had already been made. Current outstanding expenses include $350 for the Backstreet concert sponsorship.

The next item discussed was Downtown signage. Those in attendance reviewed the proposed signage as drafted by Appalachian Signs. The current proposal includes 5 wayfinding signs, double sided, approximate size 28”h x 25”w, & installation at a total cost of $2,906.94. The Board suggested what information to include on these signs i.e. Park, Public Restrooms, Library, Parking, Cheese Plant, Arts Council, and Farmers Market. Wesley informed the Board that the Planning Board should review this signage before it is approved by the Board of Aldermen due to the Town’s sign regulations. Wesley suggested to make a presentation to the Planning Board on this signage proposal. Also, DOT would be contacted to ensure there would be no issues with this signage. Wesley would inform the Board of the next Planning Board meeting. Further, there was some discussion of WJ TDA plans to hire a consultant on how to spend their marketing monies and a possible branding of WJ. Although this is still unclear at this time, the WJBA Board felt they should proceed & leave the maple leaf design located at the top of these proposed signs, especially since maple leaves are included in the Town’s seal. It was also stated that this TDA consultant would mostly be working on marketing efforts on how to spend TDA’s marketing monies on off-the-mountain advertising.

Terri announced the Association would be sponsoring the Backstreet Park Concert on July 22nd with musical act the King Bees. Also, a reminder was given to merchants to not park in front of their businesses as the busy season is approaching and encouraged merchants to park in the public areas at the depot or the parking lot by the Arts Council.

Other information discussed were the business surveys distributed by the WJ Community Partnership and suggestions for businesses to extend their business hours during seasonal times and on Sundays.

Terri discussed an idea to host an “alive after 5” event at one business each month. This would be held at a chosen business who wished to participate the first Tuesday of each month from 5-7 pm. The hosting business would provide snacks and give a short introduction on their business and services offered. The first event was scheduled for Tuesday, April 5th at 5pm at Carolina Country Wines. A flyer would be made to be placed in the hosting business’ window for that month.

The next meeting of the WJBA will be held on Tuesday, April 12th at 8:30am. With nothing further, the meeting was adjourned.