**West Jefferson Business Association** 

**Minutes- Regular Meeting**

**October 18th, 2011**

A meeting of the West Jefferson Business Association was held at the West Jefferson Coffee House on October 18th, 2011 at 8:30 a.m. Present at the meeting were Brantley Price, Wesley Barker, Lisa Willingham, Keith Woodie, Cyndie Norris, Deb Caine, Rebecca Lane, Cabot Hamilton, Cliff Clark, Jane Lonon, Marjorie Shinkle, John Smyre.

Lisa welcomed everyone to the meeting and began by discussing the new website which is [www.westjeffersonbusiness.com](http://www.westjeffersonbusiness.com). The Heritage Iron Club Car Show that was held in downtown West Jefferson on October 8th, 2011 was the next item discussed. There were several positive comments which included the large turnout of cars, visitors and merchant sales success that could be compared to the Christmas in July festival. Improvements for next year included closing of Town streets earlier and better communication among the Iron Club and the Town merchants. Cabot recommended a letter of appreciation be sent to the Heritage Iron Club and the Board of Aldermen in relation to this event and its success from the Business Association.

Hometown Christmas was the next item discussed. A Christmas tree that is to be placed at the Backstreet Park was talked about. It was recommended to find a local tree grower that might be interested in donating a 15-20 foot tree for the Backstreet Park. Currently, John Smyre had been in contact with Joe Freeman and Rebecca Lane would be checking with Sexton’s Tree Farm about donating a tree. It was suggested that several high school students have this opportunity to decorate the tree as they are required to earn volunteer hours in order to graduate. However, it was also recommended that the Town maintenance crew assist as a bucket truck may be needed to reach the tallest parts of the tree. The consensus was made that the tree would be put up at the Backstreet Park before Thanksgiving (November 24th) but no earlier than the Holiday Parade (November 19th).

John Smyre said that the Holiday Market would be held at the Farmer’s Market on November 19th, 25th and 26th from 10:00 a.m.-2:00 p.m.

The Backstreet Park tree lighting is going to be held Friday, November 25th, 2011 beginning at 5:00 p.m. with hot chocolate being served for those attending. Also, there was discussion of having an old fire truck and Santa Claus present during the tree lighting event.

The Association came to a consensus to encourage businesses to remain open until 6:30 p.m. on Friday, November 25th, 2011 as well as encourage businesses to decorate their windows uniformly with clear lights. The group recommended holding a contest for the best decorated business in Town. Cliff Clark, General Manager of the Jefferson Post, agreed to publish a free ½ page ad for the winner of the best decorated storefront. The “Lighting of the Town and Stroll the Streets” event will be promoted, encouraged and sponsored by the Business Association on Friday, November 25th.

Marjorie stated there were 14 businesses that had paid their dues to date.

Window decals were mentioned for due-paying members of the Business Association, but no action was taken at this time.

Cliff Clark suggested using websites to promote events locally and regionally as he feels they are more effective to communicate information and can reach a broader audience compared to newspapers. Winter activity ideas were mentioned briefly by several, and they would gather more information and report back at the next meeting.

The next meeting was scheduled for Tuesday, November 1st at 8:30 a.m. at Bohemia. With nothing further at this time, the meeting was adjourned.