**Minutes- Regular Meeting**

**November 1st, 2011**

**West Jefferson Business Association** 

A meeting of the West Jefferson Business Association (WJBA) was held at Bohemia on Tuesday, November 1st, 2011 at 8:30 a.m. Those attending include Lisa Willingham, Wesley Barker, Brantley Price, Cabot Hamilton, Deb Caine, Rebecca Lane, Lenore & Gordon Depree, Andrea Reeves, Rex Goss, Marjorie Shinkle and Carol Dodson.

The minutes from the last meeting held on October 18th, 2011 were reviewed and unanimously approved.

Next, the group discussed Hometown Christmas festivities in the Town. Brantley informed the group that the Town would be placing live wreaths and bows on every other streetlight pole with the new banners remaining on the other poles. The Backstreet Park tree lighting was next to be discussed. It was suggested that the Mayor or one of the Aldermen be present to speak during this event which would be held on Friday, November 25th, 2011 at 5:00 p.m. Jane Lonon is going to be lining up girl scouts for caroling during this event.

It was suggested that high school students that would like to volunteer during this event in order to get required volunteer hours could serve hot chocolate to those attending or dressing up in costumes alongside Santa. Andrea said she would check with the high school for volunteers.

“Lighting of the Town” would be encouraged by the WJBA in an attempt to get all businesses in downtown West Jefferson to decorate their storefronts for the holidays. Uniform lighting with clear/white lights would be suggested for each business, but not required.

Deb suggested drafting a flier to hand out to merchants detailing the upcoming activities in the Town as well as encouraging “Lighting of the Town.” The Jefferson Post and Mountain Times would be holding contests for the best decorated storefront with the winners receiving free advertising in each paper. Rex explained that in years past, the Mountain Times would award the first place winner in the contest a free 1/2 page ad, second place would receive a free 1/4 page ad and third place would receive a free 1/8 page ad. The group decided that they would encourage businesses to have decorating complete by Friday, November 25th, 2011 with the judging to be done on Friday, December 2nd, 2011.

Rebecca mentioned using webstarts.com, which has free templates for designing websites on special events. Also, creating a WJBA Facebook page was mentioned along with updating the Town’s website and TDA website about upcoming holiday events.

The Polar Pub Crawl was detailed to the group by Rebecca who had been in contact with Frasers, Blackjacks and Bickstone. Rebecca stated that all of these restaurants were on board for this event and they would all need to meet regarding logistics of the event. It was recommended that Geno’s have the option to participate in the event as well. A tentative date that was tossed around for the event was Saturday, January 28th, 2011.

Winter activities were discussed among the group in great detail. Ideas include “art from the heart” which would be an opportunity for children to make Valentine’s Day gifts for their parents in a set location while the parents shopped downtown.

The next meeting was scheduled for Tuesday, December 6th, 2011 at 8:30 a.m. at West Jefferson Coffee House. With nothing further, the meeting was adjourned.