

Minutes from February 13th, 2018, West Jefferson Business Association meeting:

- Members in attendance: Terri Filipski, Rebecca Eldreth, Crystal Miller, Sherry Goodman, Jane Lonon, Helemarie Reavis, Pamela DeBord, Beth Aben, Susan Banks and Robin Miller. Meeting was held at West Jefferson Town Hall.
- Discussion of the new board members and officers was held. Current board members are: Andy Guion, Terri Filipski, Travis Richie, Gary Brown and Robin Miller. Two board members resigned, Christopher Born and Dale Carlson. With the two empty slots, Robin motioned to add Pam DeBord (representing Simple Life Antiques) and Crystal Miller (representing Bohemia) as board members. Terri seconded the motion. This will take the total number of board members back to seven.
- Discussion of the 2018 officers included the following: President – TBD; Vice-President – Terri Filipski (she will serve as president until that position has been filled); Secretary – Robin Miller; Treasurer – Sherry Goodman. Crystal motioned for the new officer selection, and Sherry seconded the motion.
- With the resignation of Christopher Born as treasurer, Sherry will be added as a signatory with the bank and take over the writing of any checks and keep balances current.
- For the two new members, Terri presented a brief rundown of what the business association is involved in, the sponsorships of 2017, and the business interest in general, of the association.
- The current WJBA website domain (www.westjeffersonba.com) will be renewed by Terri.
- The Stomp and Brew Festival to be held May 5, in the parking lot behind Ashe County Cheese Plant. The event will have wine and beer tastings. The contact for this event is Rebecca Lane. Discussion of businesses that want to participate and offer a discount for visitors was discussed.
- The January 2018 minutes were discussed and motion to approve by Crystal; seconded by Robin.
- Discussion of the 2018 Membership Drive continued with a goal of 75 new members. Rebecca will print letters to be mailed, and Crystal has offered Bohemia as a place to gather to prepare them for mailing.
- A form of press release or announcement highlighting the new walking signs with the new caboose logo was discussed to promote business interest among the town. The group also discussed how to promote this, via press release and/or social media blasts, along with other items of interest the business association is working on. Discussion of a new Facebook page or Instagram account was mentioned. The committee may look into sourcing out this work for continual updates to social media to keep the community apprised of all the work and events the business association is involved with.
- With no other current business, Terri adjourned the meeting.

Respectfully submitted,

Robin Miller