

**West Jefferson Business Association**

Regular Meeting Minutes

March 6th, 2012

A meeting of the West Jefferson Business Association (WJBA) was held at Bohemia on Tuesday, March 5, 2012 at 8:30 a.m. Those attending included Lisa Willingham, Wesley Barker, Bill Bishop, Marjorie Shinkle, Vivian Miller and Rex Goss.

Rex made the motion to approve the minutes from the last meeting held on February 7th, 2012. Lisa seconded and with a unanimous vote in favor, the minutes were approved as written.

The meeting began with discussion of a potential paid employee that would work with economic development for the Town and the Main Street Program. Wesley stated the Board of Aldermen is tossing around the idea in the upcoming budget, but no decision had been made as the budget planning had just begun. Bill suggested a letter be drafted from the Business Association to the Board of Aldermen in support of this Main Street employee.

Lisa explained the need for a Town map directory or kiosk listing all the various businesses and attractions in downtown. Wesley stated once the streetscape project was completed, there would be the opportunity to place these directional signs for the public to utilize and the Town Planner had been looking at several designs already.

Vivian and Rex discussed a Mountain Music Weekend that could be held in the West Jefferson Park. Vivian suggested beginning small with this event, using the Backstreet pocket Park and when the event grew over the years, it could be moved up to the Park. Vivian also said businesses could be encouraged to have sidewalk sales during this event and the Association could help merchants participate by keeping them informed and encouraging any event attendees to shop downtown. Several dates and times were tossed around with the event beginning around noon. No date was set at this time. Lisa said she would check on musicians that might be interested in playing this event.

Vivian has been working with the Chamber of Commerce on promoting West Jefferson on their website and creating a blog. Rex said he had updated the by-laws with the changes which were discussed and approved at the last meeting. Marjorie said currently there were approximately 24 due-paying members and $2,930.89 was the current checking account balance for the Association.

Further discussion of social media, search engines and marketing ideas to promote and advertise businesses in West Jefferson took place. Vivian said she would compile a listing of media outlets that could be given to businesses to utilize to market their business to the public. Placing West Jefferson rack cards and brochures in the Wilkesboro Visitor’s Center were also mentioned. Printing specifications and costs had not been disclosed as of yet, but Association member Rebecca Lane would be contacted to see what had been found out from the printers before moving forward.

Lisa made the motion to contribute $500 from the Association to the Arts Council’s Gallery Crawls and to contribute $300 from the Association to the Backstreet Concert Series in which the Association sponsors one event. Vivian seconded and the motions were approved unanimously.

The next meeting was scheduled for Monday, March 19th, 2012 at 8:30 a.m. at the West Jefferson Coffee House. With nothing further, the meeting was adjourned.