

West Jefferson Business Association

P.O. Box 573 • West Jefferson, NC 28694 • www.westjeffersonba.com



A meeting of the West Jefferson Business Association was held at Town Hall on Tuesday, October 8 at 8:30am. Members attending included Crystal Miller, Heather Barker, Rebecca Eldreth, Helemarie Reavis, Heather Beach, Mark Watson, and Jeff Fissel.

Treasurer Report – Heather Barker gave the Board an update on the account balance and activity. Heather said the current balance was \$2533.93. Some recent expense included Fall Festival cards and supplies as well as a replacement map for the kiosk located by the public restroom.

In old business, Crystal Miller, President of the Association expressed the need for members to volunteer for the events committee. An update was provided on the success of the first Downtown Fall Festival which included participation from 23 businesses, and a total of 45 completed cards collected for the drawing of the \$100 gift card. Items noted to improve on were a dedicated start so the rules can be explained in detail, cater more towards adults instead of children, set up the games on the sidewalk, and promote the event as a free event. Winners for the second annual Scarecrow Contest were announced. Badger Funeral Home won first place with New River Brewing placing second followed by Great Southern Gothic for third prize. A “Tag It and Win” contest was mentioned as well as people’s choice or superlative awards were mentioned to increase involvement in the Town.

In new business, Crystal stated 2020 membership invoices are ready to be sent out and encouraged the members in attendance to speak to new businesses about joining. Next, WJBA events were discussed. Light Up the Town is sponsored by Skyline/SkyBest and the Business Association following the parade on Saturday, November 16th. Crystal will reach out to Robin Miller with Skyline to see where the BA can assist this year. The BA would like to add a new element to Hometown Christmas this year by offering photo with Santa at the Caboose. A photographer will need to be secured for the event. Small Business Saturday has traditionally been a busy time for the merchants. This year the BA would like to offer a gift card giveaway instead of the gift basket. The BA would like for all participants to make an instore purchase before entering for the drawing. A Reindeer Run was discussed at a previous meeting but was put on hold due to the giveaway on Small Business Saturday. In lieu of the Reindeer Run a “Wrap Day” was mentioned in which the business could offer free gift wrapping for the day. An offsite neutral location to wrap the gifts was also discussed if volunteers could be arranged. Then, the need for winter/spring events were discussed including a “We Love WJ” event the week of February and a food truck rally in April to coincide with the Arts Council’s Springfest event. Lastly, a donation to the Town of \$100 was made to care for the flower baskets in downtown for the month of October due to the warmer weather and lengthier season.

A list of upcoming events were provided to the members in attendance for informational purposes.

The next meeting of the WJBA will be held on Tuesday, November 11th at 8:00am. With nothing further, the meeting was adjourned.

Minutes submitted by Rebecca Eldreth