

Pam Waters

From: Saluda Business Association, Inc. <admin-saluda.com@shared1.ccsend.com>
Sent: Thursday, April 11, 2024 2:32 PM
To: Pam Waters
Subject: SBA Minutes



Saluda Business Association Minutes *April 2nd, 2024*

Members Present:

Gail Slaughter, Lynn Casey, Stephanie Winterrowd, Marc Blazar, Jim Carson, Sam Varn, Missy Orr, Hannah Hall, Mike Reeves

I. Call to Order

- Call to Order mad by Stephanie Winterrowd

II. Approval of Previous Minutes:

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- Previous Meeting Minutes. Motion to approve made by Lynn Casey, Seconded by Gail Slaughter. All approve. Motion passes.

III. Treasurer's Report: Rhonda Woodberry

- Rhonda Woodberry not present and nothing replayed on her behalf for Treasurer's report.

IV. Marketing: Emily Lamar (reach her via promotions@saluda.com)

- Marketing proposal put forth by Emily Lamar (not present for meeting) and presented by Lynn Casey. Lynn Casey handed out a packet of information. Link to packet found **here**.
- Emily Lamar is working with a few different people to put together a brochure to highlight activities and tourism in Saluda.
- Brochure would be sized to fit in your pocket. 8 sided. Allowing space for business related to tourism to be listed and space for about 8 photos.
- Emily Lamar is proposing Carry Turner for new photography for the brochure and then we could also use the photos for the website.
- Total project price would be around \$3400.
- Prosing that SBA "sell" 8 spaces of photographs to members to help pay for the brochure.
- Stephanie Winterrowd asks if the brochure would be available for all SBA members to advertise in. Lynn responds that this particular brochure is intended for tourists, people visiting the area or traveling through, and would focus on business that would help draw people to Saluda. This would be a brochure we could display at any NC visitor center.

- Lynn caveats that this brochure would be for tourists that will focus more on lodging, shopping, and eating.
- Stephanie also mentions that other types of businesses which may like to be a part of this brochure. It was discussed then that we would focus on tourism for this one and another brochure could be made — if this one goes well — which would highlight other types of business for people new to the area that were looking for services rather than tourism based business. Similar to what Looking Glass Realty has in its lobby.
- Lynn continues and says that last time Amy Wood went to get a quote in regards to something like this, the price at that time was over \$6000. So this is an amazing price compared to last time. Lynn mentioned that given her experience from the visitor center, she thinks this is a good opportunity.
- Lynn brings up that only having 8 spaces will make some ripples, since there may be many business in the SBA which would like to have their photo featured. Marc Blazar seconds this point, saying that 8 photos seems like it's not enough to appease members.
- Stephanie Winterrowd agrees and asks if there are any suggestions on how we might be more fair to other members.
- Missy Orr brings up that there seems to be a lot of “unused” space, based off of the sample image in the packet Lynn Casey handed out, and that we could fit more, smaller sized pictures.
- Missy also asks if other it's only the “pictured” business that pay. Lynn replies, “Yes. Everyone else would be included in the brochure just by being members of SBA. Only those who would like their picture shown in the brochure would pay — as a way to help cover the cost of the brochure.”
- Hannah Hall agrees with Missy Orr that there seems like there is a general consensus on trying to fit more pictures in the brochure.
- Missy suggests that another way to bring in more financial support for the brochure and give businesses another way to stand out — besides the limited number of photos — was to try and tier the business names. Perhaps bolding or another eye-catching difference.
- Lynn mentions that, ideally, there would be a business for each aspect of tourism. Meaning, that we would include certain business by default, since there a few business in their category. For example, Green River Adventures would definitely be listed, since they are a unique business in town which draws tourism. The idea of the brochure is to give people multiple reasons to come to the area, but to stay and explore all of our wonderful offerings in Town. People that come for the Green River tours, ultimately also come shop, eat, and even stay the night.
- Marc Blazar brings up that the smaller size of the brochure might get lost along side regular sized brochures — if it's stored in a brochure holder that isn't designed for smaller sizes, or isn't see through.
- Stephanie asks how much the SBA budget for this year. Marc responds that we are saving \$500/mo without needing to pay for the Visitor's center. To which Stephanie remarks, we would be able to move forward with the brochure, funds-wise.
- Marc bings up whether we could only print 1000 with one set of 8 pictures, then another 1000 another set of 8 and so on, to allow more business the opportunity to pay to have a photo representation.
- Photography isn't going to happen until May.
- The issue is raised on the most fair way to offer the limited number of photo slots up for SBA members. Risa Koenig states that Emily has created a form that members may submit online, which allows her to see in which order the members applied for the photo spot. This way she can give it to the first 8.
- Meeting attendees then bring up how would the SBA members come across the information for the form, how is that made as fair as possible. We would like details on a fair way to advertise about the form and when it will be put up so everyone has an opportunity to bid for a photo spot.
- Jim Carson says we might be over doing it, or will only have 8 people willing to pay the \$300.
- Stephanie brings up that we need a game plan on when this will roll out and how we'll roll it out, and how to communicate this to the SBA members.
- There is a QR code on the brochure to link back to the SBA website, could give directions — like a directory as well.
- Gail brings up what would the cost be to do the 1000/1000/1000, versus all the same with the 3000.
- Stephanie proposes a motion to proceed with the brochure, but to get more information on how we'll be making the process as fair as possible for SBA business to be represented, with the caveat that there is enough interest in the 8 photo slots, and looking into having more photos in

the brochure or that the cost for producing multiple versions of the brochure isn't prohibitive. Jim Carson approves motion. Gail Slaughter seconds. Motion passes.

V. Membership

- Stephanie Winterrowd presents on Amy Woods behalf.
- Missy Orr is a new member. An interior design studio, with furniture and small wares and services. American made.
- Missy Orr is holding a meet and greet this Friday and Saturday (after date of meeting.)

VI. SDF, Visitor's Center, & Art's Fest

- Lynn brings up Art Fest, May 18th, 10 am - 4pm. Music will be in the courtyard behind the Visitor center. Irving St will be closed. There will be a children's activity tent.
- Lynn says they're really aiming to have people walk the entirety of town. There will be police officers to help with pedestrian crossing.
- Lynn is aiming to have the maps printed within the next week or so. PLEASE let her know ASAP if there is anything else that needs to be added.
- Marc doesn't have anything new to add from SDF.

VII. New Business

- Great presentation last month from the Saluda Rail Trail.
- Conserving Carolina asked the SBA to present a letter of support to the Governor.
- We are currently in negotiations with Norfolk Southern rail to purchase the rail. NC has put in \$12 mil already. Originally, it was supposed to be \$17 mil, but NC has only put in \$12 mil so far. This brings up the question whether our governor understands the amount of support that actually exists for this project. Conserving Carolina has mentioned that if individual businesses sent letters of intent and support to the governor, so he understands the extent of support, that would be incredibly helpful as well.
- Lynn adds on that we do still need the \$4.25 mil to be allocated to finish the sale. However, if not, then Conserving Carolina is going to look to private, individual donors.
- Lynn has given Stephanie both of the senators contact info, along with the letter that Lynn has already written, thanking the state for the funds they've already given, and asking that we see the rest — how important this project is.
- Marc says if we could add a template and add contact info for our state reps.
- Stephanie says she could send that info out. Stephanie also asked Lynn if she could send Lynn's letter as an example.
- Lynn does bring up that she recommends business and individuals write as personal of a letter as possible, so that it is more impactful.
- Lynn mentioned that Polk county hasn't given anything to the project yet because they want more concrete information on additional expenses and otherwise that this type of project may incur (trash upkeep, police, etc.) in the long run.
- Stephanie responds that this makes sense and they haven't had the option to assess this info yet, since the rail hasn't been purchased.
- Stephanie and Lynn mention that anything we can do to dispel any false rumors about the trail would also be helpful. They specifically mention the passenger car idea, that is not coming to fruition.
- Jim brings up that he constantly has people come this way for the public restrooms, but that the visitor center isn't always open and he never knows when the public restrooms down the street are open.
- Gail asks if we know what the hours for the restrooms are?
- Lynn says the issue is that we're never sure when the bathrooms are open, and that's due to a whole list of things doing with scheduling and the vandalism, etc.
- Jim asks if the park's bathroom is open, and Lynn responds that they are.
- Stephanie says she'll contact Steve Orr and ask what the bathroom hours are supposed to be.

- Jim asks about the Tailgate market being moved? Lynn responds it is going to move to the School Playground. More parking and visibility.
- Risa asked when, and Lynn says in May.
- Marc asks if they are allowing trucks to park on the field? Lynn says no, there will be a limit to where the vendors may park.

- Lynn applied for a grant for a scavenger hunt pamphlet that Emily is working on for kids to find through out town. They will be small trains and hopefully QR codes or otherwise that will have some educational aspects forth kids.

VIII. Old Business

- N/A

IX. Adjourn

Stephanie makes a motion, Jim seconds, and motion passes.

- Next SBA meeting is set for May 7th, 2024.

NOTES:

Taken and prepared by Risa König, Secretary

Google Analytics for Saluda.Com
LINK

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