

Saluda Business Association Minutes

February 6th, 2024

Members Present:

Paul Marion, Emily Lamar, Mike Reeves, Gail Slaughter, Jim Carson, Lynn Cass, Debi Thomas, Lynn Casey, Kasey Watkins, Susan Cannon, Kristen Mode, Alexis Cunningham, Sam Varn, Marc Blazar, Stephanie Winterrowd, Rhonda Woodberry, Amy Wood, Risa Koenig

I. Call to Order

- Call to order made by Stephanie Winterrowd.

II. Approval of Previous Minutes

- December 2023 meeting minutes. Motion to accept minutes was made by Stephanie Winterrowd. Motion seconded and passed.

III. Treasurer's Report: Rhonda Woodberry

- In transition, currently reorganizing and signing over all components.
- Treasurer sends out invoices; will work on this week.

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

- Going to start printing out Saluda.com analytic reports.
 - Printed January's so far.
 - Providing these to TDA, per our agreement, as well.
 - Only started in November of 2023, so by Nov. 2024 we will have data to analyze.
 - Lots of visits to Saluda Art's Fest page. (Doing a lot of advertising with WNCW.)
- Done a lot of updating to Saluda.com. Almost all pages are updated with new info on

all businesses. (see images below).

- Any business that has reached out with descriptions, those are there. If you'd like anything changed/updated, please feel free to reach out to Emily at promotions@saluda.com
- SEO – 250 word count minimum.
- Any places that offer overnight stays now have a link that people can click on to see availability.
- Any restaurants
- Added a lot of upcoming events to Calendar.
 - You may add your own events
 - You may send events to Emily.promotions@saluda.com to add if need be.
- Vote on whether we'd like to offer more options under "Explore" → name it "Area Attractions", which aren't necessarily only located in Saluda, NC .
 - Listing places that people could visit outside of Saluda, but nearby.
 - One member, Lynn Casey, is more worried about spending effort on outside Saluda spaces, while SBA is still waiting on all of Saluda business to flush out and provide their information for the website.
 - Making sure Saluda is the center point. We are the main spot, main stopping point.
 - Emily will make a mock up with maybe a map, small blurb, etc. to show at the next meeting before we vote and move forward.
 - The idea is to get more foot traffic to our website. Linking in other popular attractions so Saluda pulls up when those other attractions are searched.
 - More than happy to listen to anyone's concerns
 - If there are any business/attractions/otherwise that we would like NOT to mention, Emily will definitely adhere to that
- "404 not found" is an old Coon Dog Day event in Calendar. Emily currently not able to pull that page, but is working on it.
- Seeing about adding reports as attachments to Minutes in Constant Contact.
- Business spotlight is starting back. Switching to one post per business. One instagram and one facebook post per business spotlight.
- Emily → is going to look through the National Dog Championship to get the clip of the announcement that a Saluda Coon Dog won.
- Giveaways:
 - Purple Onion and Early Blue Motel just did giveaways where people had to like their instagram page to be entered into drawing for gift cards (Purple Onion did \$75 Gift Card, and 2 day stay at Early Bird.) Pulled 250 new followers.
 - If anyone else, other business, would like to do this, feel free to reach out to Emily for help.

V. Membership: Amy Wood

- Amy is working on getting everything organized. She's not sure, yet, where we are at on Membership. Will get that info as soon as possible.
- Thank you to all of those that helped make the event for Lynn Cass' so great.
- Azalea Bistro building is back on the market. (The second floor is fine in the building. It's been inspected. The space definitely covers the needs for residential space, hasn't gotten inspected for Commercial.)
- Discussion on the sale of Crystal Springs property led by Amy Wood. New owners have exhausted all attempts to save the house, as per Amy Wood.
 - Historical Saluda Committee will hold its regular meeting this Friday, Feb. 9th, 2024, at 2 pm. Meeting will be held in the upstairs meeting room, on the second floor, of the Library. In addition to other topics, Crystal Springs will be on the agenda.
- When are membership dues? Amy isn't sure. Will get back to us on that. As of now, fees are as follows:

- Associate membership is \$75, annually.
- Non-profit membership \$75, annually.
- Full membership fee is \$150, annually. Get a Full page.
- We can go online to pay, if needed. There are some fees for online payment.

VI. SDF, Visitor's Center, & Art's Fest: Lynn Casey

- Bringing maps next meeting
- March 5th, following the SBA meeting, is the Art's Fest meeting.

VII. New Business

- Paul Marion for TDA
 - TDA wants to reschedule the marketing update for SBA to the April meeting.
 - Yes, we are doing Coon Dog Day this year, July 6th.
 - Looking for volunteers
 - If you'd like to be on the committee, we're looking for that as well. We've already had one meeting so far.
 - For those who are on the committee this year, we'd like them on the committee next year as well, since there will be changes made for next year's events and the Day.
 - Moving the dog activities and competition back down to the school this year
 - Looking into vendors to be farther down to help attract people further down the street.
 - Activities down on the ball field
 - Poll for the Food:
 - Price gouging. Can we provide some more grab and go food and then 2-3 food trucks.
 - Anyone not want any food trucks?
- Non-profit membership
 - Want a clearer policy on this.
 - It used to be \$75 for this type of membership.
 - Do we want to keep it at this price?
 - We can and then they get a full page, and a link to their websites, pages, etc.
 - Even if they don't pay a fee, they are still listed on Website at least?
 - Calendar with Non-profit events?
 - Reach out to non-profits and let them know we have a calendar they can populate.
 - Emily makes a motion to move Non-profits to 501-C. \$75 fee gets a full page. All non - profits, regardless of membership status, will be listed on Saluda website.
 - Seconded and passed
 - Want to help have more clear communication, maybe involvement, participation, etc.
 - Want to support them.
 - Want to have access to their events and otherwise if we'd like to participate or otherwise.
 - Add them to the Website (Lynn Cass will send Emily a list of previous Volunteers so we can get them listed on the webpage, as well.)
 - Get non-profits a space in the Visitor's Center.
- Designated member of SDF from an officer SBA.
 - Motion, made by Emily Lamar, on the floor to make a new officer in the SBA that is Vice President of Community Relation.
 - Motion Passes
 - Motion made by Stephanie Winterrowd to elect Marc to this position.
 - Motion Passes

VIII. Old Business

- Moving recycling center is no longer allowed to use the lot that they used to use where Tickle Practice used to be. (Were given 3 weeks to find a new space. That was

3 weeks ago.) Reached out about possibly using the Farmer's Market parking lot.
Haven't heard back yet from the city.

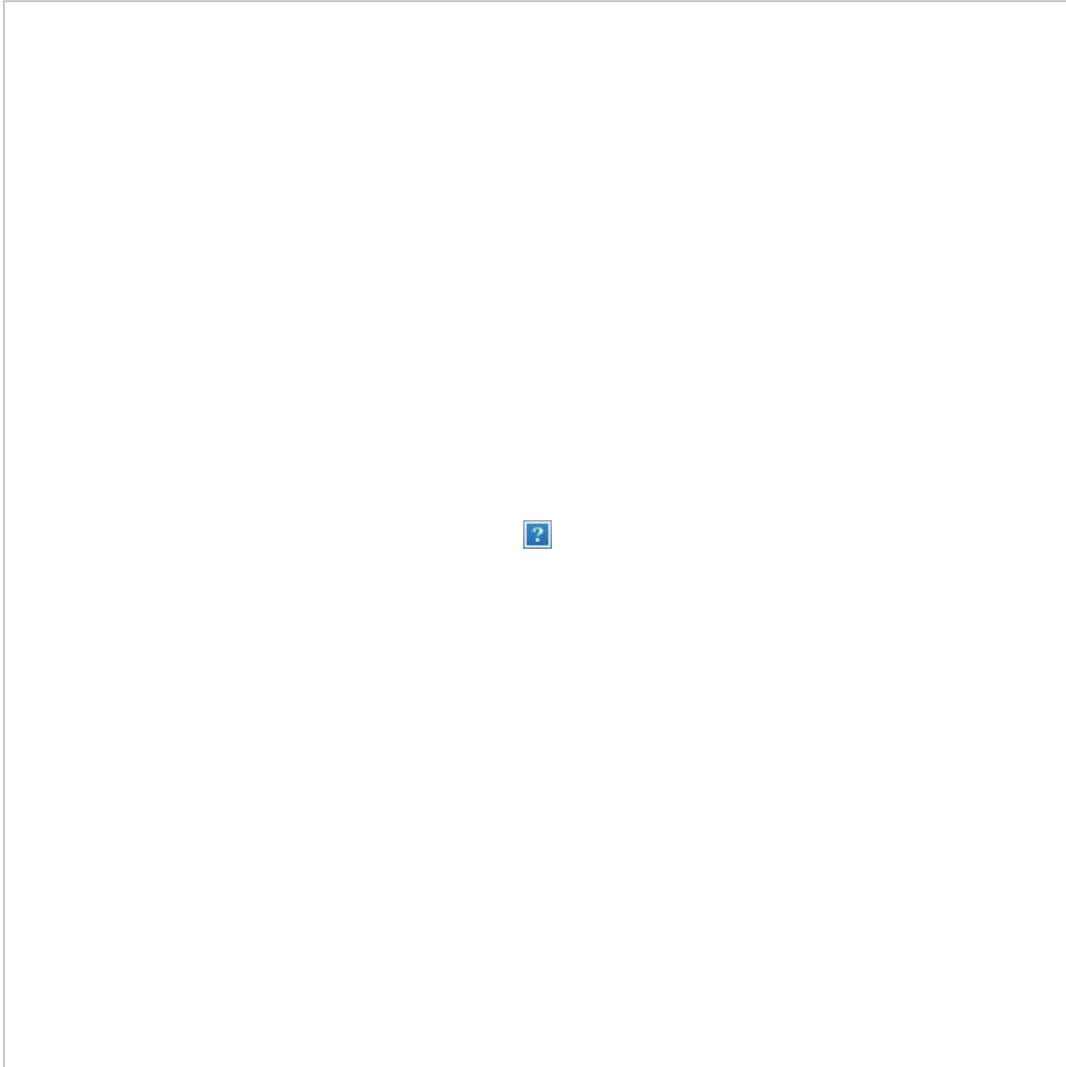
IX. Adjourn

- Motion to adjourn meeting made by Stephanie Winterrowd. Motion Passes.
- Next SBA meeting set for March 4th, 2024

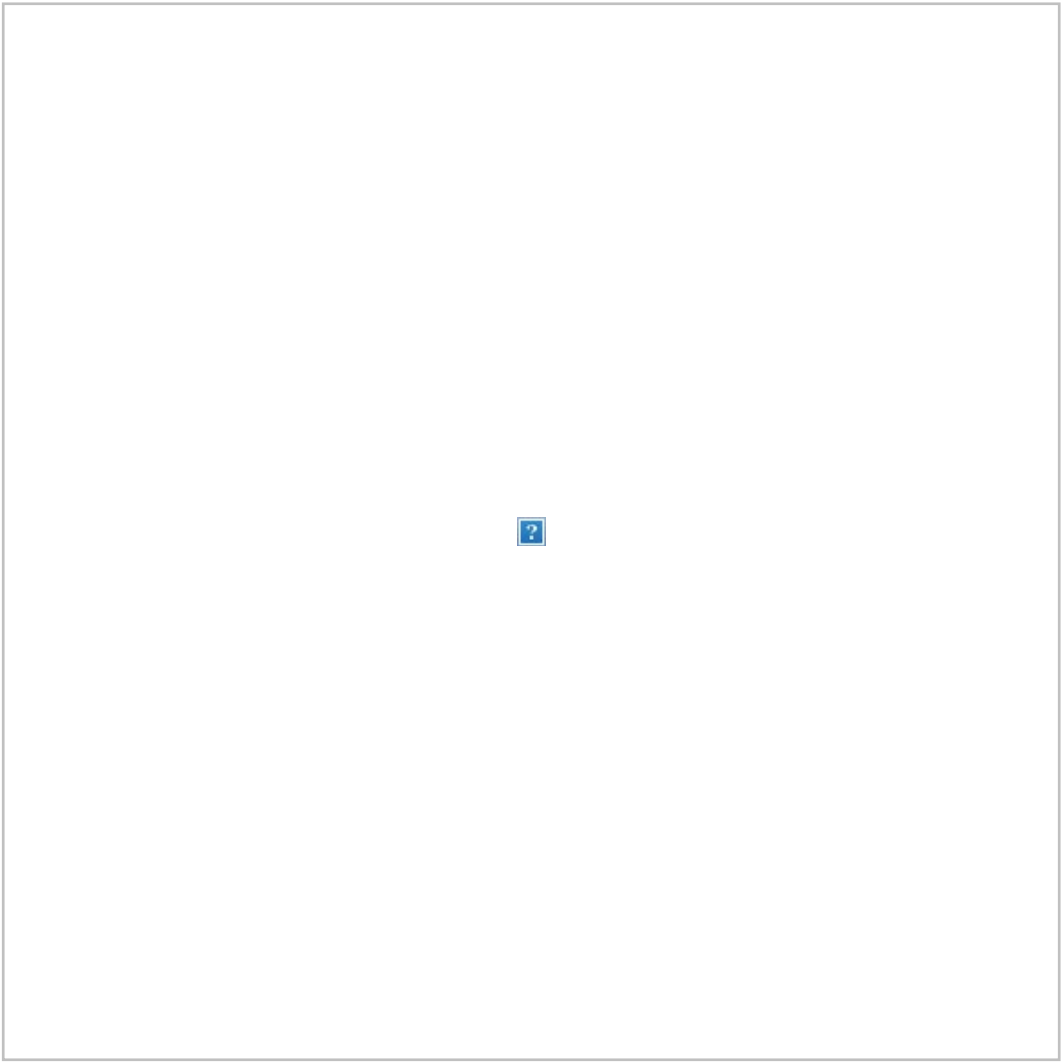
Minutes taken and prepared by Risa König, Secretary

Google Analytics for January 2024 for Saluda.Com

[LINK](#)



New Saluda.com Page Format for Computer and Mobile Sites





Saluda Business Association, Inc. | P. O. Box 1085, Saluda, NC 28773

[Unsubscribe admin@saluda.com](#)

[Constant Contact Data Notice](#)

Sent by admin@saluda.com powered by



Try email marketing for free today!

THIS IS A TEST EMAIL ONLY.

This email was sent by the author for the sole purpose of testing a draft message. If you believe you have received

the message in error, please contact the author by replying to this message. Constant Contact takes reports of abuse very seriously. If you wish to report abuse, please forward this message to abuse@constantcontact.com.