



Saluda Business Association Minutes *July 2nd, 2024*

Members Present:

Stephanie Winterrowd, Emily Lamar, Amy Wood, Gail Slaughter, Jim Carson, Shelly Dekay, George , Bernie Franco, Will

I. Call to Order

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II. Approval of Previous Minutes:

- Previous Meeting Minutes. Motion to approve. Motion passes.

III. Treasurer's Report: Rhonda Woodberry

- Not present. No report given on behalf of Rhonda Woodberry.

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

- Photos from May photoshoot came in. Photos presented to members.
- Photos will be passed onto businesses, since SBA paid for them. Any individuals in the photos signed a consent form, so photos may be used for marketing and posting purposes.
- 12 businesses (GRA, The Gorge, Saluda Historic Depot, The Orchard Inn, The Purple Onion, Newman's Restaurant, Heartwood Gallery, River Dog Run, Mewdlies, Jim Carson Studio Gallery, Saluda Outfitters, and Pearson's Falls) reached out with interest in one of the allotted photo spaces in the brochure. There is still space if any other SBA businesses would like to be featured — \$300 — in the brochure with an image, reach out to Emily Lamar via email: [**promotions@saluda.com**](mailto:promotions@saluda.com)
- With the current number of business with “featured” images, there should be space to fit all onto one brochure. If a few more businesses are interested, then two separate brochures will need to be made.
- This brochure is more focused on tourism and retail. Another brochure will be made to include realty and other “non-tourism” based SBA businesses next.

- Saluda website analytics are presented. Analytics linked below.
- It is brought up that Saluda does not have any lodging listed on the interstate sign near exit.

V. Membership

- Presented by Amy Wood.
- Mewdlitics under new ownership. Keeping the “vibe” the same, but adding in a few things to attract people, such as an open mic night, food spreads, etc.
- Ribbon cutting for Mewdlitics on August 7th, at 3:30 pm.
- Since Gail Slaughter has sold her business, it needs to be decided whether Gail may still on the SBA board. It is decided that since she should be able to finish out her term, since she is still involved in with the business.
- July 10th, 3:30 pm, Spring Creek is doing a photo op and press release.
- It is asked if Early Blue would like a ribbon cutting as well.
- It is asked if Wakey Monkey would like a ribbon cutting, since it is now under new ownership.
- New business in the Azalea Bistro building named “Saluda Mexican Grill” opening soon. Owners are calling it “Tex-Mex.” Not yet a part of the SBA.

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

- There is a question about whether there is still a camera in the Visitor Center, since TDA has taken over the building. There is not currently, but there will be one for staff purposes, incase of incident. It will have an option to call the police, like a panic button. There was discussion and concerns raised about the appropriate placement of a camera for the Visitor Center.
- It is brought up that it would be great for a TDA member to attend SBA meetings to update SBA on Visitor Center, etc. goings-on.

VII. New Business

- It is proposed to write a “thank you” letter, on behalf of the SBA, to Susan Casey and Barbara Cardais, thanking them for all they have done with the flowers and murals in town.
- Farmer’s Market is looking for funds. It is proposed that the Farmer’s Market reach out to the office of Economic Agricultural Development, in Polk County, since the Farmer’s Market falls under that jurisdiction.
- It is proposed to send out an email to SBA members highlighting what the SBA has done and accomplished this year so far. All of this information is available on the Saluda website, as well.

VIII. Old Business

- N/A

IX. Adjourn

- Motion to adjourn meeting. Motion passes.
- Next SBA meeting is set for August 6th, 2024.

NOTES:

Minutes prepared using a voice recording of SBA meeting. Present members asked for consent to be recorded for purpose of preparing meeting minutes.

Prepared by Risa König, Secretary

Google Analytics for Saluda.Com

[LINK](#)