

Saluda Business Association Minutes *June 4th, 2024*

Members Present:

Stephanie Winterrowd, Mike Reeves, Jim Carson, Marc Blazar, Hannah Hall, Shelley Dekay, Jay Burriss, Emily Lamar, Rhonda Woodberry, Gail Slaughter, Risa König

I. Call to Order

- Stephanie Winterrowd made a call to order.

II. Approval of Previous Minutes:

- Motion to approve previous meeting minutes made by Emily Lamar. Gail Slaughter seconds motion. All approve. Motion passes.

III. Treasurer's Report: Rhonda Woodberry

- Rhonda presents a balance sheet of SBA finances as of May 31st, 2024.
 - Total income from memberships, January - May 2024, is \$8962.00
 - Total expenses, January - May 2024, is \$2840.69
 - Total Checking/Savings as of May 31st, 2024, is \$10119.25
 - Saluda Tailgate Fund, listed under Equity, is \$4028.33
- There's a \$450 discrepancy. Emily Lamar and Rhonda Woodberry will get together to reconcile this amount. The money has been received, but not accredited to the correct person(s).
- Emily Lamar asked if this report includes all of the member dues that have been paid, to which Rhonda Woodberry replies, "Yes." Emily makes the comment that there are some memberships that we'll need to follow up on, to make sure our memberships are all up to date.
- Marc Blazar asks what the "liability insurance" fee is for, to which Rhonda Woodberry replies, "I do not have that information. It is just a bill we've got back in February. I think it may have been Lynn Casey who handed it to me. It's Erie insurance company."
- Emily Lamar and Marc Blazar discuss that the building and tailgate insurance are no longer our responsibility.
- We will follow up and see what the insurance bill is for and whether it is still applicable now that TDA has taken over responsibility for the Visitor's Center or whether the insurance is required for another aspect of SBA.
- Stephanie Winterrowd motions to accept Treasurer's Report. Jim Carson moves and Emily Lamar accepts. Motion passes.

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

- May photo shoot:
 - The photo shoot went amazing. We actually got about 9 hours, rather than the 8 hours we paid for, and got a lot more done during that timeframe than expected.
 - Emily Lamar will confirm, but last she looked, she'd only gotten 5 responses to the email she sent out (via ConstantContact) about the limited business photo slots in the brochure.
 - However, she's fairly certain she's at least gotten one for each category - in terms of types of tourism.
 - We may be able to fit in a few more images, so depending on how many businesses are in each category — and depending on how many businesses want to contribute for photos — there is still the option to only go with one printing of the brochure. If more businesses are interested in having their photo represented, we will go on to have multiple versions of the brochure, dispersed randomly.
 - Emily will still be reaching out to SBA businesses about the remaining information needed for the brochure.

- Jim Carson asks about how to look up the form Emily Lamar mentioned. [The brochure form stating a business is interested in being represented in one of the limit photo slots.] Gail Slaughter responds that she looked up “SBA” in her email and the email sent from ConstantContact popped up.
- Stephanie asks if we could resend out the brochure form, and Emily says that we can include a link in the SBA minutes here: **Brochure Photo Interest Form**
- Emily Lamar has the May Google analytics for the website. We saw an increase for the month of May.
 - Emily Lamar finished giving the website the evening prior to Art’s fest. She’s polished each category and made less subpages so it’s more user friendly.
 - The peak on the chart is the peak we got from the art’s fest.
 - Mobile version of website still needs a little more work, but Emily Lamar is continuing to polish the mobile version.
- Emily apologizes about not posting as much this last few weeks. The restaurant has had a lot going on, but she will refocus on that.

V. Membership

- Amy Wood not present

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

- Art’s Fest:
 - Next year will be the 20th Anniversary of our Art’s Festival. Marc Blazar said that Kathy got Lynn Casey to commit to the Art Fest for the next year, since it is an anniversary year.
 - Emily Lamar mentions that having Erving St. closed helped a lot.
 - Marc Blazar remarked that vendors were happy, attendance was good, and that feedback was that everything seemed to be very well organized.
 - Jim Carson added that the weather forecast was bad, and that did prompt people not to come.
 - Gail Slaughter said she had a few people comment that there wasn’t as much sparkle, but Gail feels that the that might have been due to the overcast weather. Maybe that was the reason people felt that there wasn’t as much “pizzaz.”
 - Jay Burriss had a conversation with one vendor that the area by Erving St. was not as well attended, and that he wasn’t sure if there was a way to request where a vendor’s booth may be.
 - Emily Lamar asked where the trolley was dropping off, to which Stephanie Winterrowd responded, “by Looking Glass.”
 - Emily Lamar and Shelly deKay remarked that making sure we drop off at both ends of the town will help encourage people to walk further.
 - Gail Slaughter did receive a lot of comments about why there wasn’t music at Don Mintz’s. Emily Lamar replied they split up where the music was to encourage people to walk across the bridge and otherwise.
- Coon Dog Day:
 - Emily Lamar said for Coon Dog Day, “Please, just try to be open.” And also we need volunteers — mainly for parking cars (Don Mintz’s field, churches), the dog competitions, and judging the parade. Please reach out to Emily if anyone is interested in volunteering for Coon Dog Day. Maybe a few more golf carts?
 - Looking for food trucks as well. One of the bigger food trucks backed out last minute.
 - We are expecting more people this year, since they have done some advertising.

VII. New Business

- Allen Tate had a ribbon cutting and the SBA was involved, at the last minute.

- Emily Lamar asks if photos were taken, and Stephanie Winterrowd says, “Yes.” Emily responds that she would like some of those photos for the SBA website.
- Misty Davis is the new coordinator for the Visitor Center.
 - There was a “Welcome” event last Friday, May 31st.
- TDA has taken over the Visitor Center as of June 1st.
- NC Dep. of Commerce MS & RP is hosting a free business workshop, focused on creating businesses that are a destination. Workshop presented by Jon Schallert of the Schallert Group. The workshop will focus on helping independent businesses on reinventing themselves into consumer destinations.
 - Monday, June 24th, 8am - 5pm, 125 S Main St., Hendersonville, NC.
 - Registration required. Link here: **Registration**
 - They are doing these around the state.

VIII. Old Business

- Jim Carson wanted to remind everyone of the Second Saturday Stroll (4pm - 6pm).
 - Shelly Dekay mentions that the second month [last month] had lower attendance.
 - Jim Carson said it seems like maybe people didn’t know about it? Emily Lamar mentioned that maybe it was just a weird week, since it was a slow week for her restaurants. Rhonda Woodberry adds that there were also a lot of graduations.
 - Emily Lamar asks if the Art council wants to put out a press release to the Tryon Bulletin. Shelly Dekay says that she is not sure.
 - Stephanie says that they’ll [Tryon Daily Bulletin] publish most things that people have already written. She used to be a non-believer, but a lot of people DO read the Tryon Daily Bulletin.
 - Shelly Dekay asks if Hannah knows if anyone has reached out to advertise/post a piece with the Tryon Daily Bulletin.
 - Emily Lamar searched it, via Google, and says that the April one popped up. However, there isn’t an article on the May.
 - Stephanie Winterrowd says, that if it’s the Art Council is who is responsible for advertising and posting, to encourage them to send one out every month. It could even be the same blurb and text. The consistency of advertising is what is important.
- Lynn Casey did follow up on how much it would cost to have someone come water the plants in town. It was about \$350/wk.
 - Emily Lamar asked Steve Orr about what the City could do, since Hendersonville has their workers take that on. Steve Orr mentioned that may be something they could take on next year. We’ll need to reach back out.
 - So, in the meantime, we’re asking businesses to please take care of the flowers by their businesses. A few have had to be taken down and replanted already.
- More info about the “Men’s Rehabilitation Facility” — present by Hannah Hall
 - Judge did rule the zoning was done in error and that the facility cannot file as a living facility, but needs to be filed and zoned appropriately as a mental facility. The Facility is now appealing and going to the next Court above, state level, in Raleigh.
 - Orchard Lake owner, Kirk Hall, has gone down to Polk County commissioners to implement some zoning with stricter perimeters in regards to these types of facilities. Basically, trying to make sure Polk County doesn’t go through this same issue as Henderson County has.
 - Kirk Hall will hold a meeting, like a town hall, to help inform Polk County citizens of what he has gone through with Henderson County.
 - The facility is currently in use, though Henderson County has advised that they should not allow any more participants until the ruling on zoning is

finalized. It is not clear whether this being enforced or if it more of a suggestion.

- Henderson County is now not enforcing any of the requirements for participants, in terms of whether they have violent offense or similar circumstances that should exclude them for participation.
- Hannah Hall says that while Henderson County definitely has need for such a facility, the issue is the placement (no access to emergency services, etc.) and not backed by a licensed or other such appropriate organization.
- The facility was bought with state funding and the organization that is not backed by licensed officials.

IX. Adjourn

- Stephanie Winterrowd makes a motion to adjourn. Emily Lamar seconds. Meeting adjourned.
- Next SBA meeting is set for July 2nd, 2024.