



Saluda Business Association Minutes

May 7th, 2024

Members Present:

Stephanie Winterrowd, Emily Lamar, Lynn Casey, Kasey Watkins, Jim Carson, Sam Verne, Missy Orr, Mark Blazar,

I. Call to Order

- Call to order made by Stephanie Winterrowd.

II. Approval of Previous Minutes:

- Stephanie Winterrowd asks if everyone present received the previous Meeting Minutes. Motion to approve made by Emily Lamar; seconded by Lynn Casey. Motion passes.
- Stephanie Winterrowd brings up that she'll send out a template and reminder about sending out letters to our representatives about the Rails to Trails. Lynn Casey said she talked to Steve Orr and he said that it won't hurt, but that the letters won't really do any extra good. Jake Johnson's position is that he is not opposed to it, but won't do anything extra about it.
- Stephanie Winterrowd brings up that Polk County is not going to move in either direction until the Rails to Trails project is set in motion. This is mostly due to a really negative public meeting and group out of Tryon that was definitely opposed to the project.
- Stephanie Winterrowd asks then if SBA members and others should send out any reminders. The consensus is that it will be a waste of time and that The Rails to Trails project is focusing more on federal fundings.

III. Treasurer's Report: Rhonda Woodberry

- Rhonda was not present

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

- Saluda website analytics linked [here](#).
- Brochure updates:
 - May 24th is the date for the 8 hr photo shoot by Carry Turner. Emily Lamar will be with her all day. Emily mentions that to photo every business on main street, that would give less than 15 min per business, for the 8 hours time frame. So Emily's plan is to focus on the sidewalk/main street view. The idea is to have photos for the websites and brochure.
 - She wants to start there and then move onto businesses that don't have any photography on the website, or that have smaller photos and we are in need of larger ones; then to move onto rest of SBA businesses.
 - Emily Lamar is going to go to every business over the next week, and talk to them about this process and the photo shoot day.
 - Emily Lamar would like to get as many SBA businesses as possible, but there is only so much that can be done in the 8 hr time frame.
 - Jim Carson asks if it rains, will we reschedule. Emily Lamar responds, "Yes."
 - Mark Blazar asks if it is only members. Emily replies, "Yes."

- Please reach out to Emily Lamar if there's anything you feel that should be photographed on behalf of the SBA.
- Carry Turner does not take pictures of people unless they've signed a release. So Emily Lamar is looking for some volunteers to help with that process.
- It is brought up that we need to make sure that all of the members are updated on Constant Contact - need that most up to date members from Rhonda Woodberry.
- Emily Lamar wants to send out an email after the Minutes go out to all members about the brochure and basically making it a form that members fill out in interests on what they would like to see.
- Emily Lamar will make sure to send out a email to non-members and then another to SBA members about the brochure. Basically, incentivizing the brochure for non-members, since the non-members will NOT be included with the brochure.
- Emily Lamar does think it is possible to print multiple ones, if there is enough interest. The idea then would be to mix the brochures and send them out mixed, so not one business spot is highlighted in a certain area. It'll be random and hopefully fair.
- Faith has been updating at the Saluda website, and she's been doing an excellent job. Wanting to make sure that the brochure and the website reflect the same info. In essence "branding" the two together.
- One thing that Faith and Emily have been doing is creating blogs to encourage visitors to our websites. Recently, Emily Lamar went to a seminar that mentioned blogging as a way to help promote website traffic and interest. Emily mentioned the Mark Blazar does this for the Orchard inn.
 - Emily Lamar would love any blogs that the community would like to submit for content about anything Saluda related.
 - It is asked if there's a size limit. Emily responds that it needs to be around 1000 words, at most. Emily has a format (basically what SCO research shows is the most affective.)
 - We have lots on information on how to help, if anyone would like to help us Blog for SBA and Saluda.
 - Stephanie Winterrowd brings up the "Flat Rock Together" blog and it really shows exactly what Emily Lamar is talking about here with the Blogs.
 - Faith is also putting together a visitor guide for the TDA, in a pdf version, that is accessible to everyone.
- Coon Dog Day:
 - Emily Lamar has been going to a lot of meetings and has thoughts on how to help pull in a more diverse crowd. Hopefully, making a festival we all can enjoy and be proud of.
 - Events all day long.
 - The 5k Race sponsorships -- money goes to elementary school itself -- have different tiers. Gina Burnett is the contact person for this. All checks go to the Polk County Community Foundation.
 - 5K is now a timed and sanctioned event.
 - Adult run starts at 8 am, and then kids at 8:05 am. Races start at McCreery Park.
 - Gina Burnett may be reached at gburnett@polkschools.org — 828.458.6258
 - Roads closed until 6pm.
 - Awards for floats
 - 12:30 pm Every Dog's a Start Show
 - 1:30 pm Fire Fighter agility contest
 - 2:30 pm Coon Hounds Dog Show
 - 5:30 pm Music in the Park
 - 7:30 pm Square Dancing in the parking lot next to Ella Grace Stage.
 - Emergency Vet booth
 - Looking for volunteers
 - Looking for craft vendors: events@cityofsaludanc.org
 - Sam asked if there's any interest in Coon Dog Day posters again. Emily said, "Yes."
 - Mark mentions that he really likes the direction of Coon Dog Day refocusing on Dogs.

- No fair food, only food trucks and local restaurants. Apparently, fair food vendors had doubled prices last few years, throughout the day of the festival. A festival-goer said they'd ended up paying \$23 for a funnel cake last year.

V. Membership

- Amy Wood not present.
- Stephanie Winterrowd presented on behalf of Amy Wood. Azalea Bistro is closing on Mother's Day and the building will go to a Mexican Restaurant which will open sometime between July and September of this year.

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

- Lynn Casey has been handing out brochures and maps and is printing more.
- She also has posters. If anyone needs posters or brochures let her know.
- Art's Fest is still looking for volunteers. You may fill out the form for that online.

VII. New Business

- Thank you to Barbara Cardais and Susan Casey for the flowers they've put up in town. Lynn Casey provides that the TDA funded the flowers.
- Jim Carson brings up that we should talk to businesses about making sure the flowers are watered so they last the season. There are volunteers, but it's a lot of work to keep up with.
- Jim Carson continues, asking whether the TDA or the city could help with watering and maintenance (mowing lawns on weeks that the city doesn't.)
- It is mentioned that the TDA and city don't really have extra funds either (tourism income is down, less Air B&B bookings, etc.)
- Lynn Casey will investigate a water service and see what that cost would be and see if that's something the SBA could take on.
- Jim Carson states that the weeds were a big thing for him last year, since he had to come out and do it himself.
- Lynn Casey responds that she had a conversation with Steve Orr and said that she was assured that the city would get the things done that were needed and the art's fest would not need to budget and try and cover that.

VIII. Old Business

- N/A

IX. Adjourn

- Stephanie Winterrowd motions to adjourn. Mark Blazer seconds. Motion passes and is approved.
- Next SBA meeting is set for June 4th, 2024.

NOTES:

Taken and prepared by Risa König, Secretary

Google Analytics for Saluda.Com

[LINK](#)