



**When our businesses succeed so does our community**

*The Strasburg Business Alliance will foster economic growth and prosperity in the Strasburg community. The Alliance will positively and actively promote local businesses and community interests through networking, advocacy, events and education.*

### **Monthly Meeting**

Thursday, November 19, 2020

Box Office Brewery 6 – 7pm

### **Participants**

Mary Beth Price, Alliance Chair, Box Office Brewery  
Abby Walters, Alliance Vice Chair, Sager Real Estate  
Amy Lee, Amy's Lush & Local Flowers  
Rob Monahan, RPM Technical Solutions  
Sue Haynes, Clementine Vintage and Skyline Paintball  
Doreen Ricard, One Stop Studio Shop  
Brandy Boies, Town of Strasburg and Lord Fairfax Community College  
Olivia Hilton, Town of Strasburg  
John Moussoud, Town Council  
Teresa Orndorff, First Bank  
Cass Mortimer, Drayer Physical Therapy  
Kath Stanley, Alliance Secretary, Lydia's Clothes Closet

### **Notes from Meeting**

Mary Beth Price arrived at 6:30, due to a previous meeting running late. As a result, there were no comments from the Chair. Abby Walters led the meet until Mary Beth's arrival.

### **Business and Nonprofit Grant Opportunities**

Olivia Hilton told the group that the monthly electronic Business Newsletter from the Town staff lays out all funding opportunities available to businesses and non-profits. If a business is not receiving this via email, they should reach out to Olivia or Michelle Bixler.

## **Promotion Committee**

Small Business Saturday is still scheduled for November 28<sup>th</sup>. Olivia said she had handed out to businesses all of the “swag” she had for this event.

There was a question about the Christmas Ornament contest. The Town only received one ornament and this will go to the State tree.

Olivia said the Home/business decorating contest has been announced. Participation in the contest requires registration. Registration forms should be submitted to the Town by December 10<sup>th</sup>.

The Frosty Contest for businesses is still planned. Decorations should be up by December 5<sup>th</sup> for judging. No registration required.

At the time of the meeting there was still time to get items into the Welcome Bags.

## **Holiday Parade**

This was canceled as a result of the Governor’s order on November 16<sup>th</sup> to reduce gatherings to 25 or less.

In lieu of the parade, Sue Haynes suggested a scavenger hunt, that would tie into the Frosties. The hunt could be at the same time as the Holiday Decorations contest, but the hunt would be focused on the Frosties. Olivia will put together the guidance for the scavenger hunt. The objective is to get more people to the downtown area.

## **Mayfest**

Abbey has the lead on Mayfest. She has coordinators for fund raising, entertainment, and the Duck Race. She foresees many subcommittees so she is still looking for volunteers. There was a question about what to do if the Festival is canceled and a band has been put under contract. Abbey said the contract would have to address this. Mary Beth is excited about the “Baby Crawl” which will be held at the Signal Knob Recreation Center. The monthly Mayfest meeting will be the first Thursday of every month at 2:00 at the Box Office Brewery.

**ACTION: Abbey needs to send Mayfest logo to Joey Ricard.**

## **Other Topics**

Rob Monahan has a lot of holiday lights and is willing to donate to the town, if needed.

The new snowflakes in the downtown area are very festive.

Phase Three of the road project is starting. Bricks will be available for sale. If the Strasburg Business Alliance takes charge of the sales, the funds would go to the Chamber of Commerce and be used to help with Alliance events. There will be about 200 bricks and they will be sold at \$50 each.

There was agreement to do this. **ACTION: Should include as an agenda item for the next meeting to fully understand the obligation.**

The Think Tank Facebook page needs to be updated with the Alliance Meeting Schedule. Christie Monahan is the Page Administrator, so when updates are needed we should reach out to Christie.

The Alliance should work to get more of the local businesses into the Chamber of Commerce. Brandy Boies suggested current members have “palm cards” that they can give out when they meet a business that has not joined.

Mayor Boies is highlighting local businesses in Facebook videos that she is producing.

Amy Lee is having a two-fer offer. For \$75 a customer can get a centerpiece for Thanksgiving and Christmas,

The Box Office Brewery is selling a growler with two glasses for \$27

**NEXT MEETING IS THURSDAY, DECEMBER 17<sup>TH</sup>, 6:00 AT THE BOX OFFICE BREWERY**

**Chair: Mary Beth Price**  
**Vice-Chair: Abby Walters**  
**Secretary: Kath Stanley, Lydia’s Clothes Closet**  
**Chamber Liaison: Sharon Baroncelli, President/CEO**