

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, August 19, 2021

Box Office Brewery Conference Room, 6 – 7:10 pm

Participants

Mary Beth Price, Alliance Chair, Box Office Brewery

Alice Muellerweiss, Hopewell Bed & Bike

Kevin Watson, Hopewell Bed & Bike

Brandy Boies, Mayor, Strasburg

Sue Haynes, Clementine Vintage, Skyline Paintball and Laser Tag

Sharon Baroncelli, Shenandoah County, Chamber of Commerce President, CEO

Marty White, Stover Funeral Home

Becky Young, Artisan Alley

Waverly Cogswell, Town Manager

Brian McKee, Dryad Cookery

Kath Stanley, Alliance Secretary, Lydia's Clothes Closet

Notes from Meeting

New Town Manager

Everyone introduced themselves to the new Town Manager, Waverly Cogswell. Waverly started August 16th!

New Business in Town

Becky Young has reopened Artisan Alley in the Brown House, next to the Town Pavilion (218 East King Street). She moved the business from Woodstock and will be open August 20th. The shop

displays and sells crafts and products created by local artisans. Welcome to town Becky. Sharon indicated with a new location the Chamber could help host a Ribbon Cutting for Artisan Alley.

Holiday Parade Update

Marty White provided a great summary of what he is envisioning for the December Parade. He wants to build the foundation for the parade each year to enhance presentation and to expand variety. Marty said he does not necessarily envision the parade being bigger each year, just better. Some of his thoughts were to have other bands and possibly professionally created floats. There was some brief discussion on how it would be nice to pull in spectators from other towns too. The logistics for laying out the parade will probably be the same as 2019 because it worked well on the town's small streets and lining up on West King Street.

The 2021 parade will be December 4th and Marty indicated there will be a need to talk with the Town staff about timing with lighting the Christmas Tree. Marty will form a committee and also noted he was not too interested in having any judging this year. Any questions/comments can be sent to strasburgchristmasparade@gmail.com.

Vintage in the Valley Festival Update

Sue Haynes provided a summary. Festivities kick off on Friday evening, August 27, 2021, at the Box Office Brewery at 7:00 PM with a DJ and Decades Dance. Costumes are encouraged and there will be judging! The Banner over Kings Street looks great and vendors are still allowed to sign up. The Town is expecting over 70 vendors who will be outside the Emporium and Town Hall. The Car Show is on Holliday Street and the Fashion Show is at 1:00 in Town Square. Finally, at 11:30, the Town will be presenting a plaque to Clip and Curl, which has been in business on Kings Street for 50 years.

2021 Mayfest Wrap-up

Overall consensus . . . Mayfest was highly successful. The event grossed \$31,000 and netted about \$16,000, which can go towards other events and activities within Strasburg. Sponsors were also extremely generous providing \$18,000. The 2022 planning team will have their first meeting on October 7, 2021, 2 – 3 at Preslee Real Estate and ongoing meetings will start January 6, 2022, 2 – 3 at Preslee Real Estate.

Potential Bike Event

Kevin Watson wanted to let the Alliance know there is a strong potential that a Bike event will take place with Strasburg as the hub from June 10 – 12, 2022. Proceeds from this event will help with the Rails to Trails project that will connect Front Royal to Broadway. NOTE – The Rails to Trails Project had been presented at the May 20, 2021 Alliance meeting. Kevin said that Cynthia Burton has reached out to help coordinate this event. Ms. Burton runs Bike VA, but this is not a Bike VA event. Ms. Burton envisions this as a small event, capping it out at 400 riders. The starting point for ach day would be Strasburg Square and camping would be available at the High School.

Kevin and Alice said as we get closer there will be more details, but the Alliance may want to think about hours of operations with the Bikers in town. Evening hours are always appreciated. Kevin also mentioned Bike VA is planning a biking event in the Shenandoah County in late June 2022.

Business Directory

Everyone was encourage to look at the Business Directory on the Town's Website. It can be found at the link below. From the web page menu the Directory can be found under Discover Strasburg.

<https://www.strasburgva.com/business-directory>

Chamber 101 – This will be rescheduled

Other Information Shared

Congratulations to Brian McKee who successfully completed Business Start-up Boot Camp

Sharon let everyone know sign up for RevUp Shenco closes August 20th.

Allsion and Kevin recently hosted a Tourism writing team. The team spent two days at Hopewell Bed and Bike and Alice provided a lot of information about the town. The writers spent time at the Emporium, Clementine, Box Office Brewery and hiking.

Keep an eye on the Chamber's website for upcoming events

Next Meeting: September 16 2021, Box Office Brewery Conference Room 6 – 7 pm

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