

**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.***

**Meeting Notes**

**May 14, 2020**

**Virtual Meeting 6:00**

**Participants**:Kyle Slonecker, Chair, Siblings’ Rivalry Brewery

Marylisa Lichen, Vice Chair, Aflac Insurance

Sharon Baroncelli, CEO, Shenandoah County Chamber of Commerce

Abby Walters, Sager Realty

Kathryn Kanter, HL Borden Lumber and Hardware

Theresa Orndorff, First Bank

Alice Muellerweiss, Anytime Fitness, Hopewell Bed & Bike

Dan Feldbusch, Shenandoah Film Collaborative

Sue Haynes, Clementine Vintage, Skyline Paintball & Laser Tag

Olivia Hilton, Town of Strasburg

Ken Smith, Sager Realty

Janet Heishman, Pot Town Organics

Jenna French, Director of Tourism and Economic Development,

Shenandoah County

Marybeth Price, Box Office Brewery

Kath Stanley, Secretary, Lydia’s Clothes Closet

**Comments from our Chairperson, Kyle Slonecker:** Kyle sent out greetings and was glad to see so many Strasburg businesses participate in online meetings with the county, town and chamber. He has found these meetings helpful, but is looking forward to everyone opening more fully.

**Kyle, Siblings’ Rivalry Brewery:** Right now, the brewery is just selling it’s beverage via pick up orders. He will continue to look for ways to promote his business. Sharon mentioned she loved the videos Kyle was posting. Kyle said he was willing to work with any other business that wants to be a part of such promotions.

Olivia asked if he was thinking of having a food truck in the back of the brewery. Kyle said he would need to discuss with the owner of the property.

**Marybeth Price, Box Office Brewery:** Northern Virginia will not be entering Phase 1 of the Governor’s reopening plans until the end of May. Marybeth has been hearing that citizens of this area may be coming to our area for day visits. As for the Brewery, they are comfortable with the guidelines set out by the Governor and see no problem with implementing. They will be having some limited outdoor dining in the back of the brewery. Olivia Hilton said the Town was planning to put out additional guidance to help with finding outdoor dining spaces, but noted the Town will not be authorizing the use of public spaces for this purpose.

**Alice Muellerweiss, Anytime Fitness, Hopewell Bed & Bike:**  Alice said the gym would not be reopening until Phase 2, but would be having some outdoor classes, per the Governor’s guidelines. These outdoor classes are limited to 10 people who must be 10 feet apart from each other. Alice is also hosting virtual classes, which have been going well. Finally, Alice and her team will be sporting Anytime Fitness face masks and will provide to clients too. The Hopewell Bed & Bike will be opening Memorial weekend. They already have interest for their two rooms, with private baths.

**Janet Heishman, Pot Town Organics:** Janet said while they were only open two days a week, the shop was doing very well during the shut down. They will be reopening with signage that says no mask, no service. Janet said they have ordered 500 masks to provide to customers who enter the shop without one. Sharon said the Chamber and Health Dept. support every business who will require face masks for service. Janet said they will also have supplies ready in accordance with the Governor’s guidance. Janet mentioned that some people she has talked with have indicated they would stop going to places where they did not feel the proper safety precautions were taking place.

Sharon asked what funds were being used for Personal Protective Equipment such as sanitizer, disinfectant and masks. Both Alice and Janet said they were using their own funds for such purchases.

Sharon also shared that from a recent survey safety is a high concern for our customers. Signage and Facebook postings will be extremely helpful to let our customers know what we are doing.

Olivia says the town has printed up material from the Center for Disease Control. She also saw signs on business doors that looked very helpful. Finally, the Town will be ordering floor stickers to help with Social distancing. If any business wants to be part of the order to let her know.

**Kathy Kanter, HL Borden Lumber & Hardware:** Kathy said their store has been open since they were designated as an essential business. They have plexiglass in front of their cash registers, sanitizer available for the customers, and they wipe down the store frequently. Kathy said their customers have been very respectful of the need for the changes.

**Dan Feldbusch, Shenandoah Film Collaborative:** Dan was interested in any guidance available for holding outdoor films. He planned on showing films under the stars towards the end of June. Olivia noted, this may occur during Phase 2 and the 10-person restriction could be raised to 50. One way to help people keep social distancing protocol would be to mark out spaces on the lawn of Strasburg Square. Jenna French mentioned the Shenandoah Music Festival had come up with ideas on how to help their customers with social distancing techniques. Jenna said she would share Dan.

**Olivia Hilton, Front Porch Fridays:** Olivia said they were still thinking through how to do this and anything planned will need to be accepted by the businesses and cleared through the Council. One approach they were working through was to promote coming to town on Fridays to support the business community.

**Sue Haynes, Clementine Vintage, Skyline Paintball & Laser Tag:**  Clementine Vintage has been open throughout and the shop has been doing very well. They have done some curbside pickups to support those who did not want to go into the shop. The Paintball field had to close and they are working through how to reopen safely.

Sue had come up with the idea of Local Tee Thursdays for businesses throughout the county. The Chamber, Town and County are extremely supportive of this. If any business wants to participate, they simply need to offer a 10% discount on Thursdays to anyone wearing a t-shirt of a Shenandoah business. Sue said a T-shirt is a mini billboard!

**Abby Walters and Ken Smith, Sager Realty:** Abby introduced Ken to all. Ken said he was pleased to see the high energy in the group. Abby said Sager would be back open to the public on Monday, May 18th. However, throughout the time many businesses were shut, the real Estate business continued. Abby noted that she is beginning to get inquiries from those living in high populated areas.

**Marylisa Lichen, Aflac Insurance:** Marylisa said demand for insurance dried up over the period with businesses shut down. She is planning to start some virtual lunch and learns once she masters Zoom.

**Kath Stanley, Lydia’s Clothes Closet:** (Note, the audio for Kath was sporadic, so these notes reflect what she said but not heard.) Lydia’s will be reopening at Phase 2, because most of the volunteers are within the vulnerable population. The shop was grateful to receive funding from the Small Business Administration’s Economic Injury Disaster Loan. The funding received will not need to be repaid. Kath and the Board are working through procedures to be put in place once the shop is opened. The biggest challenge is where to take in donations since the shop is too small to allow social distancing for the volunteers once donations come in.

At the end of the meeting Sue noted two businesses have opened and one will be opening. These are:

Opened, Pancake Underground – Kyle has reached out to them

Opened, Tara’s Custom Creations – Kyle will reach out to them

To be opened, Burg Nation(?) – Kyle will reach out to them. Sue mentioned they are posting on Facebook.