

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, September 16, 2021

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

Participants

Abby Walters, Vice Chair, Preslee Real Estate

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

Kevin Watson, Hopewell Bed & Bike

Christie Monahan, RPM

David Brewster, Appalachian Physical Therapy

Amy Lee, Amy's Lush and Local Flowers

Kath Stanley, Alliance Secretary, Lydia's Clothes Closet

Notes from Meeting

Holiday Parade Update

There was no one at the meeting to provide an update. Sharon Baroncelli said it would soon be time to send out applications for the parade. Abby Walters will follow up with Marty White.

The theme for the town in kicking off the December Holiday season will be the same as last year, "Home for the Holidays." The banner across East King Street will highlight this theme. The Alliance will also support having businesses display snowmen as part of their holiday decorations. This is becoming a tradition,

Small Business Saturday and TRAIPE App

The Shenandoah County Chamber will officially kick off the next TRAIPE App Campaign on Small Business Saturday. The TRAIPE app, when downloaded, provides valuable information to visitors on small businesses in the area. The limited launch during the Yard Crawl provided some very promising data. There were 1,800 downloads of the app and 800 of these users visited 5 sites on the app and 200 visited 10. Sharon said they received a lot of positive feedback on the app too. Sharon also encouraged all Alliance members to download the App.

There will be a two-page section in the Courier newspaper highlighting small businesses. A 1/8 page add will cost only \$80. There are 7 spots left and if interested let Sharon know by October 5th.

There will also be Shop Local signs with a picture of the business' logo. These will cost 12.95.

Business Directory

Everyone was encouraged 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>

Mayfest

The first meeting for the 2022 Mayfest will be October 7, 2:00pm at Preslee Real Estate.

Chamber 101 – This will be rescheduled

County Chamber's Summary of Upcoming Things to Know

- ✓ The Autumnfest is October 2nd, at the Shenandoah Fair Grounds. This is the Chamber's number 1 fundraising event. It funds the Chamber's leadership program and brings costs down for Chamber members. The festival has been highlighted by HGTV as one of the best Autumn festivals in the country. Sharon said they are still looking for volunteers. A Volunteer would work a 3-hour shift and get in free to the festival. The two shifts are 11-2 and 2-5, If interested, let her know.
There are two upcoming Ribbon Cutting ceremonies. Both on September 17th. One at New Star Market for Melody's Porch (10:00am) ad the other at Tim's Garage (12:00pm).
- ✓ The Chamber will be holding Candidate Forums covering County Supervisor and School Board elections. The dates will be October 12 (District 1), October 13 (District 4), and October 14 (District 5). The Forums will be virtual and response for participating has been very good.
- ✓ Sharon said that Covid-related funds will be available through the County soon to help small businesses and non-profits. The Chamber is focusing on non-profits to help them obtain

needed funding for the extra expenses incurred due to Covid. They are also working with Nursing Homes who have added expenses related to the ongoing need for Covid testing.

- ✓ Sharon was pleased to announce the new County transit system, named ShenGo, would be kicking off October 1st. There will be two 15-passenger shuttles. One handling Woodstock to Strasburg and the other going South from Woodstock to New Market. She noted that the Town of Mount Jackson would not be supporting the bus system, but all other Towns and the County are funding the system. There will be information out soon about the schedule, route and stops. However, Sharon noted that passengers will be able to flag down a shuttle on the route. A trip would cost \$1 and if a passenger wanted to change shuttles, the transfer would be at no cost. The shuttles will run from 6am to 6pm Monday through Saturday.
- ✓ The Chamber provided Welcome bags to teachers that contained coupons and items from businesses throughout the County.
- ✓ Women's Leadership Symposium, November 19th at Bryce Resort
- ✓ Networking lunch at the Hampton Inn on September 28th.
- ✓ Keep an eye on the Chamber's website for upcoming events

Other Information Discussed

- ✓ Abby shared that the first Mayfest meeting for the 2022 event would be October 7th, at 2:00pm at Preslee Real Estate.
- ✓ Kevin Watson let the Alliance know that there would be a bike event on October 22 – 24. Run by Renegade, it starts at Belle Grove. There will be small rides on Friday and Saturday and the longer ride on Sunday. The event will have 200-400 riders. Kevin has also shared this information with Olivia Hilton.
- ✓ Christie Monahan said she was talking to another business owner who said they could not make the Thursday Alliance meeting. She asked if the day could be changed or possibly having alternate days each month. Abby said she would set out a survey through the Think Tank Facebook page asking for input.

Next Meeting: October 21, 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