

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, January 20, 2022

Virtual 6 – 7:00 pm

Participants

Abby Walters, Alliance Vice Chair, Preslee Real Estate

Kelly Sager, Sager Real Estate

Brandy Boies, Town of Strasburg

Rhonda Sager, Sager Realty

Greg McCarley, New Start Market and Representative of Wellmore Partners LLC

David Brewster, Appalachian Physical Therapy

Sharon Baroncelli, Shenandoah County Chamber of Commerce President, CEO

Sue Haynes, Clementine Vintage and Skyline Paintball and Laser Tag

A.D.Carter, Retail VR LLC

Kath Stanley, Alliance Secretary, Lydia's Clothes Closet

Notes from Meeting

Business Webinars/Learning Sessions/Networking Opportunities

Details on and registration for these can be found on the Chamber of Commerce website.

Webinars Held by the Lord Fairfax Small Business Development Center FREE

Marketing on a Budget – January 25th, 6-7pm

Anatomy of a Murder: How Hackers are Killing Small Businesses – January 26th, 2pm

Retail 3.0: Thriving in the Next Normal, January 27th, 8:30AM

Networking Luncheons, 12-1pm

January 25th – Holiday Inn Express, Woodstock
March 22nd – Hampton Inn & Suites, Woodstock

Grow your Business Seminar, January 31st, 3-4pm

Starting a Business, March 24th, 9am-noon, Chamber of Commerce Office, 1-3 S. Main St,
Woodstock

National Small Business Week is May 1 – 7, 2022.

Frosty Contest

Congratulations to Clementine Vintage for their wonderful window during the Holiday Season. This is the second year Clementine has won this contest. Ten businesses entered the contest. Although Mayor Boies had hoped the residents from Greenfield Assisted Living could view the windows from a bus, a Covid outbreak prevented this. Mayor Boies took pictures of the windows for all participating businesses and the residents from Greenfield selected the winner from the pictures.

There was some discussion on changes for next year. Should the contest happen again, the dates for when to be ready should be announced ahead of time. Although the businesses were ready by the time of the Holiday parade, being ready before then may have been a barrier to registering.

Mayfest

Abby Walters said that planning is underway. The date for the festival had to change from the third weekend of May to the second weekend because Strasburg High School was holding its graduation on Saturday, May 21st. This year all music on Friday and Saturday will be at Strasburg Square and the popular Heels and Hops Luncheon on Friday will return. Checkout the webpage at:

StrasburgMayfest.org

Vintage in the Valley Festival

The festival will occur on April 2, 2022. The first planning session is scheduled for January 26, 2022.

Holiday Parade

The Holiday Parade was a big success. One thing to consider for the next parade is to have an announcer. Sue Haynes said she had some ideas on how to set up a platform for the announcer.

Vacancy for Strasburg Business Alliance Secretary Position

Kath Stanley has been in the position for the past 2 years and is ready to hand this off to someone else. A person interested in the position would be responsible for taking and preparing notes for the meetings. Once the notes are okayed by the Chair and Vice Chair, Sharon Baroncelli post under the Strasburg Business Alliance section of the Chamber's website. Abby will post the need for a new Secretary on Facebook – The Think Tank Strasburg Business Group.

Town Update

The annual Cupids Market will be held February 11th.

The Town is looking to fill vacancies on the Architectural Review Board and the Planning Commission.

Ashleigh Kimmons, started as the newest Council Member in January. He took on the seat vacated by Paul Weaver who moved out of the area.

Abby said she had received some inquiries about snow removal and who was responsible for getting snow off the streets, especially in front of businesses. **ACTION:** Mayor Boies said she would get an answer on this.

Other Information

Sharon shared the Northern Virginia Daily would be inserting a "Community Guide" into an upcoming edition. The "Community Guide" will also be available at the Visitor Centers.

A lot of activities are being planned this year to celebrate Shenandoah County's 250th birthday. For information, check out <https://sc250.org/> or on facebook@shenco250. Major activities start March 26th, but there are weekly postings now on the Facebook page.

The outgoing Governor's budget included funding for the Rails to Trails projects in Virginia. Sharon suggested we contact our State Senator and House Member asking for their support to keep in the budget. Sharon also shared that there is strong bi-partisan support for these types of projects.

Sharon said the Chamber is pulling together existing Love videos to highlight Valentine's Day. **ACTIONS:** If any business has Valentine specials, let her know. Sharon also asked business to check the directory on the Chamber's website to ensure their business information is up to date.

Greg McCarley said the Wellmore group was looking to do business with local organic farmers. However, he was having difficulty finding any in the area and had stretched his search footprint to 200 miles. Although they will not have the wellness center open for a couple of years, once open, they estimate they will be serving 175,000 meals a year. Abby said it takes 3 years to become organic certified and it is a very difficult process. She does not know of any organic certified farms in the area.

Mayor Boies said the name change for Lord Fairfax Community College to Laurel Ridge Community will be effective June 1, 2022.

Mayor Boies and Chief Sager are concerned with the mental health of students and teachers. Chief Sager has also seen a lot of problems with others during the past year. They are working together to establish ways to communicate the resources available for those who may need them. Mayor Boies said eventually she would like to see this expanded to include information on social, financial and occupational wellness. She will be sending out an email asking for volunteers to help talk through this initiative. David Brewster said he met Mary Zirkle who is doing something similar for mental wellness for our local schools. Greg said he was interested in working on the Mayor's initiative.

Kelly Sager said Sager Reality just kicked off a challenge for its team, 100 miles in 100 days. The person with the most miles at the end of the challenge will have a donation in their name to a charity of their choice.

Sharon shared that ridership on the new transit system, ShenGo, has been going up each month.

October - 454

November - 540

December – 778

Folks are using the bus to get to appointments, work and shopping.

Changing Meeting Day/time

There was general agreement to keep the meeting on the third Thursday of the month, but to have a noon meeting every other month. A schedule for the next 6 months will be as follows:

February 17 – 6-7pm

March 17 – 12-1pm

April 21 – 6-7pm

May 19 – 12-1pm

June 16 – 6-7pm

July 21 – 12-1pm

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