



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, February 18, 2021

Virtual 6 – 7pm

Participants

Mary Beth Price, Alliance Chair, Box Office Brewery
Abby Walters, Vice Chair, Preslee Real Estate
Sharon Baroncelli, Shenandoah County Chamber of Commerce, President/CEO
Doreen Ricard, One Stop Studio Shop
David Brewster, Appalachian Physical Therapy
Sue Haynes, Clementine Vintage and Skyline Paintball
Marylisa Lichens, New York Life Insurance Company
Walter Garcia-Meza, R&E Chocolates and IGM Accounting
Michelle Bixler, Town of Strasburg
Olivia Hilton, Town of Strasburg
Kath Stanley, Alliance Secretary, Lydia's Clothes Closet

Notes from Meeting

New Member

Sharon Baroncelli introduced Walter Garcia-Meza, a new member to the Chamber. Walter and his wife own R&E Chocolates and his wife owns IGM Accounting. The Accounting business is still being formed as the Garcia-Meza's explore requirements for such a business. Mary Beth welcomed Walter to the group and added the area is always in need of good accountants. Sharon will send out Walter's contact information.

Michelle Bixler mentioned that she and Walter are discussing the possibility of holding a Cinco de Mayo event at Strasburg Square. If this cannot happen due to continued Covid-related restrictions, such an event will be on the table for next year.

Comments from the Chair

Mary Beth thought the three weeks of ads in the Northern Virginia Daily was a great campaign and hoped businesses that participated benefited from this. Mary Beth also mentioned the availability of another Covid-related grant initiative, Round 3 – Shenandoah County Small Business Covid-19 Recovery Assistance Grant. She noted that if a business had received a grant via a prior round of Shenandoah Recovery Assistance Grants, it would not be eligible for Round 3.

MayFest in July

Abby Walters reported out that planning for MayFest continues. The planning meetings are held the first Thursday of the month at 2:00. They are virtual right now so anyone that wants to attend should reach out to Abby for the Zoom link.

Sharon added the MayFest website is almost completed and when this is done the Facebook page will be publicized with a link to the website. They are looking for pictures of past MayFests to add to the website. Michelle Bixler will see if Jason has any photos. Sharon is also working with VDOT on road closure for this event.

Mary Beth said they have hired the band for Friday Night, which will be Cazhmire. Many thanks to F&M Bank who sponsored the band. The Box Office has also hired entertainment for the Friday afternoon event. Olivia Hilton noted there had never been any plans to have a Front Porch Friday on July 2nd so there would be no conflict.

Bricks

The Town sold 99 (up from 18 when reported last month) personalized bricks that will be laid in the East King Street sidewalks between Massanutten Street and the Strasburg Museum. The sale has been closed. The proceeds from the sale will go the Strasburg Business Alliance to help fund planned event. All were very pleased with the numbers sold,

Town Update

The Vintage in the Valley Festival is set for August 28th. The first planning meeting is schedule for February 24th at 4:00. This will be a virtual meeting. Reach out to Olivia if interested in attending. Mary Beth noted she has identified the band for the Friday night Sock Hop.

Olivia said there is some preliminary plans to have a Mother's Day Market at Strasburg Square depending on whether Covid restrictions are lifted.

Front Porch Fridays will start in June.

Sadly, Michelle Bixler told us she would be leaving in a month. Michelle took a job with Staunton. She thanked everyone for their support and efforts over her 4 years with the Town.

Business Matters

Marylisa told the members she is now with New York Met Life. In addition to insurance, she works with individuals for end-of-life financial planning.

Sharon brought up the Strasburg Emporium was concerned the construction being done on East King Street has at times blocked their parking lot entrance. Michelle and Olivia will reach out to the Town Manager to share this concern.

Abby shared that she left Sager Realty and opened up her own Real Estate business. Her husband is refurbishing the building that formerly housed This n That behind the Strasburg Emporium. Congratulations Abby.

The Chamber's Retail Task Force continues to meet. Sue Haynes represents Strasburg and if anyone has any ideas, they should reach out to Sue. Some future activities include

- ✓ Local-Tee Thursdays
- ✓ Highlighting Women Owned business in April/May
- ✓ Big Ads for Mother's Day, similar to the Love Local ads around Valentine's Day
- ✓ Possible advertising in the Mountain Courier
- ✓ Encourage all business to use #ShopShenco in their postings

Next Meeting

March 18, 2021

6 – 7 pm

Virtual – Registration Required (Watch for County Chamber's Weekly Email)

Chair: Mary Beth Price

Vice-Chair: Abby Walters

Secretary: Kath Stanley

Chamber Liaison: Sharon Baroncelli, President/CEO