



## **Saluda Business Association Minutes *September 3rd,* 2024**

### **Members Present:**

Stephanie Winterrowd, Emily Lamar, Gail Slaughter, Eric Gillespie, Melissa Gillespie, Lynn Casey, Shelley Dekay, Tom Stewart, Anne Stewart, Marc Blazar, Mike Reeves, Misty Davis, Susan Cannon, Debbie Thomas, Risa König

#### **1. Call to Order**

- Call to order made.

### **II. Approval of Previous Minutes:**

- Previous Meeting Minutes. Motion to approve. Motion passes.

### **III. Treasurer's Report: Rhonda Woodberry**

- No report given.
- Rhonda Woodberry is checking the mail box, if checks or otherwise need to given into SBA.

### **IV. Marketing: Emily Lamar (reach her via [promotions@saluda.com](mailto:promotions@saluda.com))**

- A version of the SBA brochure has been printed and was presented at the meeting for members to see.
  - If you have any thoughts or opinions on how the brochures looks, please email Emily Lamar.
  - It is brought up that it would be nice to include both website and phone number for businesses (if they have both available) in the brochure. As long as it doesn't look too cluttered, both will be added.
  - Only SBA members will be included in the brochure.
  - Business names are listed based on aesthetics and how their information fit in the brochure, rather than a specific criteria. Though, if there is a better suggestion on how to list businesses, Emily Lamar is open to it as well, since the businesses are randomized based on Fatih's design.
  - Since the brochures are pocket sized, the issue of placement in stands was brought up. In cases where the brochure falls in too far with a stand and they wouldn't be visible.
  - It suggested that we could deliver the brochures with some kind of cardboard insert. It's countered that a lot of visitor centers around us are already helping to promote Saluda and would have the brochures readily available for give to visitors, without needing to provide an extra insert or stand for SBA to provide.
  - The NC welcome center has been asking for Saluda brochures.
  - It was asked about whether we know the price of the Asheville airport's rates for brochures. A response was given that SBA looked at it in 2020 and it was very expensive at that time, and the airport has only grown.
  - It is asked if there is a way for us to have the QR codes at the back of the brochure stand so that if they run out of brochures, visitors can still get an e/pdf version of the brochure.

- Emily Lamar has an analytics report for the Month of August. The numbers are down from last month for site visits. Most site visits are from google and mostly NC.
  - Coon Dog Day definitely helps boost our website search. It is asked how Coon Dog Day compares to Art's Fest in terms of promoting site visits.
  - Analytics are linked at the bottom of the minutes.
- Emily Lamar is sending out a Saluda Events Calendar once a month, so if you would like to have your events appear on the calendar, events need to be sent in by the 25th, prior to the month being posted. She will also be printing the Calendar to post in the Visitor's Center.
  - TDA has a free booth at the Hincapie Event (3rd Saturday of October, Greenville, SC) so Emily would definitely like to send an events calendar with them for this event. Hotel Domestique is asking for brochures as well, for those coming to the event.
- Feedback on Coon Dog Day?
  - Crowd seemed better than last year and businesses had a better business day than the past and in particular at least comparable to Art's Fest.
  - The parade also went well
  - There is talk about changing the date for this coming up Coon Dog Day, since it falls on the 5th this next year. There is a counter that it would be really hard to get volunteers and vendors, since the 4th is literally the day before and set up would be very hard. The point that the crowds would still come on the 5th, since it's been the Saturday following the 4th for years.
  - Trying to get vendors farther down the street to help spread out visitors through the town.

#### V. Membership

- No report given.
- A survey was sent out by SBA. SBA would like to go out to non-members, to see if there are specific reasons they'd like to give for why they are not members.
- The responses have been specific to economic growth and advertising, but SBA will give a report in October, once we have more feedback.
- Welcome to the new owners of Wakey Monkey
- Welcome to the new owners of the Oaks — planning on reopening as a Bed and Breakfast.

#### VI. SDF, Visitor's Center, & Art's Fest

- Art's Fest is shy 2 key people: Musician/performance person - they MC for the day, communicate and co-ordinate with the musicians. The second position is the Artist relations person — applications, reviews applicants, interaction with Artists, and have to have strong computer skills. Art Fest is the 3rd Saturday in May, the 17th, and this is the **20th year**. If anyone knows of someone that could and wants to fill these positions, please put them in communication with Lynn Casey. Arts Fest council would like to start gearing up in the Fall.
- As a reminder, Misty Davis is now the Visitor Center representative.

#### VII. New Business

- Susan Cannon has joined the Henderson County Art League. She and Jim are trying to organize a studio tour in Saluda. She has asked if the Hendersonville tour would include surrounding areas - such as Saluda - and they agreed. So we are hosting artists for the Tour which is 11th, 12th, and 13th of October. There will be a brochure with the Tour info. It had to be Studios and not galleries in order to be included in the Tour.
- Mountain Song Choir is considering a Karaoke fundraiser in the courtyard, in October. There will be a live auction, karaoke, costume party, etc. More details to come.
- Halloween Stroll will always be the Friday before Halloween for Saluda. Stroll will be Friday, the 25th this year, 4:30 pm - 6:30 pm.
- McCreery Park update presented by Steve Orr. Onto Phase 2. Funded by 2 grants through Carolina Foothills Foundation and NC Department of Commerce.

- Bathrooms
- Handicap parking
- Community Space, though you'll have to sign up through the City.
- Questions of Rental fees has to go through and be decided by the Commissioners.
- Phase 3 will be the expansion of the park and restructuring around the proposed Rails to Trial area.
- Phase 4 would be a splash area for children.
- October 2nd at 4 pm, "grand re-opening" of the McCreery park. Please come to show thanks for the support of the NC dept of Commerce that we received a lot of funding from.
- Sister City is putting on a free concert on October 16th, in the evening, at the Tryon Fine Arts center, Italian Bluegrass band. Need to pre-register.

#### VIII. Old Business

- Still doing the Art's Stroll, every month, except for December (since it'll be directly after Hometown Christmas.)
- Need to make a nominating committee for SBA board positions. If you would like to volunteer for this committee, please talk to Stephanie Winterrowd.
- Also, we need to nominate a volunteer of the year.

#### IX. Adjourn

- Motion made. Motion passes.
- Next SBA meeting is set for October 1st, 2024.

NOTES:

Taken and prepared by Risa König, Secretary