



Meeting: March 4<sup>th</sup>, 2024      10:00am  
Location: Town of Strasburg, Meeting Room

In Attendance: Greg McCarley, Sue Haynes, Brian Otis, Jaynelle Bowers, Stuart Freakley, Sharon Baroncelli, Melanie Shipe, Jessica Richardson, Wayne Sager, Abby Walters, Mary Beth Price

#### Chair Report

Greg announced that he would be stepping down as the SBA Chair effective today. A current downtown business owner would be a great fit for this role. Abby Walters expressed that she would take on the role as Chairman.

#### 2024 Strasburg Business Alliance Officers

Chair – Abby Walters, Preslee Real Estate  
Vice-Chair – Sue Haynes, Clementine Vintage  
Secretary – Jaynelle Bowers, City National Bank

#### Restructure/Rebranding

A restructure of the Strasburg Business Alliance is beginning this year. The meetings will held on a quarterly basis. There were also two new logo's presented at the meeting. A vote was had at the table; Option 1 was the winning logo. All marketing will now proceed with the new logo.

#### 2024 Strasburg Business Alliance Meetings

March 4, 2024	10:00am	Town of Strasburg
May 6, 2024	10:00am	Strasburg Visitor Center
September 9, 2024	10:00am	Preslee Real Estate
December 2, 2024	10:00am	Tentatively Stover Funeral Home

#### Vintage in the Valley, April 6<sup>th</sup>, 2024

Sue reported that Vintage in the Valley planning is going very well. There will be downtown vendors, a vintage car show, carriage rides, vendors/demonstrators at the emporium and a Friday night dance "Wild, Wild West" theme being held on Friday night at Box Office Brewery.

Additional volunteers are needed, if interested; please contact Sue Haynes for more information.

### Mayfest, May 10<sup>th</sup>-12<sup>th</sup>, 2024

Abby reported that Mayfest planning is well underway! Sponsorships are coming in and final preparations are continuing. The parade and duck race time has been moved on Saturday in hopes to keep more people in the downtown area to enjoy all of the activities and to visit the vendors.

The permit for the carnival has been submitted to the Town for approval. It is set to be presented to the town council for vote on Tuesday, March 12<sup>th</sup>.

### Small Business Week, April 29<sup>th</sup> – May 4<sup>th</sup>, 2024

Small business week will consist of several workshops; Sharon will be releasing that information in the coming days. There will also be a Ribbon Cutting Extravaganza held on Friday, May 4<sup>th</sup> at the Chamber office for home based members or any other Chamber member that would like to have an official ribbon cutting. Please reach out to Sharon for additional information.

### Upcoming Events

April 15<sup>th</sup>, 2024 - Rev up Shenandoah

April 29<sup>th</sup>, 2024 – Easter Egg Hunt (Town of Strasburg)

Meeting Adjourned 11:00am

Prepared by: Jaynelle M Bowers, Secretary  
March 4, 2024