

**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, November 18, 2021

Box Office Brewery Conference Room, 6 – 7:00 pm

### **Participants**

Mary Beth Price, Alliance Chair, Box Office Brewery  
Abby Walters, Alliance Vice Chair, Preslee Real Estate  
Kelly Sager, Sager Real Estate  
Brandy Boies, Town of Strasburg  
Olivia Hilton, Town of Strasburg  
Ken Smith, Sager Realty  
Kevin Watson, Hopewell Bed & Bike  
Rachel Kreis, Element Risk Management  
David Brewster, Appalachian Physical Therapy  
Kath Stanley, Alliance Secretary, Lydia's Clothes Closet

### **Notes from Meeting**

#### **Small Business Saturday – November 27th**

The Traipse application will be active so individuals can track their progress in visiting small businesses in the Valley. Each participating small business should put up their key word some where in their shop so people will find. The Traipse scavenger hunt will be from November 15 through December 22.

## **Holiday Parade**

The holiday parade will be December 4<sup>th</sup>. Marty White was not at the meeting to provide an update, but Olivia Hilton said he had submitted the application to VDOT to close Route 11 for the parade. Marty also learned that the traffic light at King and Holliday Streets was lower than standard and would not accommodate high floats. He is working with VDOT to have this corrected for next year.

## **Frosty Frenzy**

The Alliance will support the Frosty Frenzy contest again this year where businesses are encouraged to include a snowman in their window decorations. Judging will again be done by residents of the local assisted living facility. Mayor Boies said she will schedule a day where they can be driven around to see the windows directly.

## **Mayfest Update**

The date had to change because Strasburg High School's graduation is scheduled for the third weekend of May. The new dates are May 13-14, 2022. Planning meetings are the first Thursday of each month at 2:00 at Preslee Real Estate. There will not be a meeting in December so the next meeting is January 6<sup>th</sup>.

## **Bike Event**

Kevin Watson talked briefly about the Bike event that is schedule for June 10 – 12. Strasburg is the hub for the multi-day event. There will be 400 riders.

## **Town Update**

Paul Weaver will be resigning from the Strasburg Town Council effective December 31, 2021. Applications for anyone interested in holding Mr. Weaver's seat, will need to apply by December 1<sup>st</sup>. The person appointed to the position will hold it until the next election in November 2022. Applicants must be registered voters and Strasburg citizens.

Per information from the Tourism Council, about 500 people rode the new transit system ShenGo during its first month of operations. They are pursuing ways to get feedback before they settle on permanent stops.

Kath Stanley provided a brief update on what is in the new Short Term Rental Ordinance. Individuals who want to offer short term rentals, 30 days or less, will need to get a business license, collect or pay the 6% sales tax for dates of occupancy, ensure their location meets safety standards and submit to an annual review of the property.

The next town event is "Tis the Season," scheduled for December 4<sup>th</sup>. There will be a hot cocoa contest, a Christmas Market, the parade sponsored by the Alliance, Tree lighting and ending with a movie. The movie that received the most votes was "Elf." All businesses are welcome to participate in the hot cocoa contest. The business just needs to provide 5 gallons of hot cocoa and the Town will provide the cups.

The Grilled Cheese & Tomato Soup Festival was a great success. Congratulations to Alliance members who received awards.

Dryad Cookery - Best Sandwich

Bretzels – Best Soup

Adam's Apples and Herbs with Becky Bundts (Farmers Market) – Mayor's Choice

The Town will be getting the 2022 Event card out soon. Olivia is thinking of just having a card for the first 6 months since so much is going on.

Olivia also mentioned new Way Find signs may be up by mid-April 2022. The Request for Bid is out.

Brandy Boies mentioned the Town Council would like to see a complete rewrite of the Unified Business Ordinance (UDO). This is in the initial discussion stages, but she thought the Strasburg Business Alliance may want to be involved some way.

The County Chamber will be putting together more Welcome Bags. Businesses that want to place anything in the bag (on-perishable) will need to provide to the Chamber Office in Woodstock. They plan to put together about 250 bags.

### **Business Updates/Issues**

The Box Office Brewery will be hosting a New Years Eve Celebration, featuring Robbie Limon's band. The festivities will be from 8pm – 12:30 am.

### **No Meeting in December**

**Next Meeting: January 20, 2022, 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**