

Western Route 40 Business Association

Minutes

March 21, 2017

The meeting was called to order at 8:07 A.M. The meeting was held at The Hopewell Diner, a new business in the Claysville area.

The executive Team gave a report of their March meeting. The team met and talked about issues and where our focus should be directed. The consensus was that we needed to focus on membership. As a result of this report a discussion ensued regarding the question “Is our focus too broad? Is it Claysville?” Should this be the Claysville area business association rather than the Western Route 40 Business Association which may simply be too broad. There were several discussions about when the business association was initiated, what was the purpose and was it effective. We discussed focusing on economic development and a comment was made that we should maybe do small, but great “things”. Aleta Richmond made a recommendation that we change the name to Claysville Area Business Association, Ryan Yoest seconded her motion. It was agreed that we should make this change, but no details were defined.

1. The Strategic Team: This report was encompassed in the executive team report.
2. Membership Team Report:

The team is working on recruiting new members. New businesses have been contacted. We will equip Earl with brochures and a short information document to provide to new potential members. The information document should tell who, what, and how. The team should focus on membership and participation.

Comments to the report were that we should reinforce our purpose and mission regularly, that perhaps we should “put a follow us on facebook” line out in public. We discussed whether we wanted a Utube channel as the business association – it was determined that we would start small and do this later.

3. Communications/Marketing Team: no report

Banners: Rev. Rico Vespa is the lead contact. We are projecting that banners will be up before Memorial Day.

Pike Festival –Contact has been made with the borough.

It was suggested that the business association could be sponsors for several programs/projects in the community. We will discuss the possibilities at future meetings.

CAPRI: It was brought up that the clock at the center of Claysville stills is not working and that parts are unavailable to repair the clock. A mechanism is required to make the clock functional. CAPRI is trying to coordinate with Range Resources to fund the repair which will cost approximately \$5000. We may be able to contact Columbia gas as well. Rick Newton suggested we put a plaque on the clock to recognize businesses that make a donation.

Rails to Trails – There is still action on this project. There have been some legal issues that when taken care of they will open the organization to membership. Rick Newton suggested they could use his parking lot for parking for the trail head. His view is that this works with our vision/focus. Jay will follow up with Shari Brownlee to provide her information for the Facebook page.

We discussed trying to coordinate participation of other groups/organizations with the business association. We can't support them if we don't know. Ryan Yoest will speak with Mark Scott about a representative and we will contact the community center about a representative. We will solicit members to be liaisons to other organizations.

Rick Newton will work on a one page information sheet for potential new members. Jay will work on finding the old brochure format and provide to Shari Brownlee.

We will work on getting a list of other organizations; contacts: dates, time, and location of meetings

Community News:

There will be a Spaghetti dinner at the United Methodist Church on Mar 25, 2-6 PM

The Association of Churches will hold the annual Roast Beef dinner on April 22, 4-7 PM at the United Methodist Church. Tickets sales are in progress – a large meal is \$11.00- a small meal is \$8.00. They are working on Vacation Bible School.

Mintees will have a grand opening Memorial Day weekend.

The meeting adjourned at 9:15. The next meeting will be April 18, 2017 at Hopewell Diner.