



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, January 21, 2021

Virtual 6 – 7pm

Participants

Mary Beth Price, Alliance Chair, Box Office Brewery
Doreen Ricard, One Stop Studio Shop
David Brewster, Appalachian Physical Therapy
Sharon Baroncelli, Shenandoah County Chamber of Commerce, President/CEO
Christie Monahan, RPM Technical Solutions
Alice Muellerweiss, Hopewell House Bike and Bed
Margie Smoot, Forest Glen Apartments
Sue Haynes, Clementine Vintage and Skyline Paintball
Sandra Gonzalez, Anytime Fitness, Strasburg
Olivia Hilton, Town of Strasburg
Kath Stanley, Alliance Secretary, Lydia's Clothes Closet

Notes from Meeting

New Member

Alice Muellerweiss introduced Sandra Gonzalez, as the new owner of Anytime Fitness, Strasburg. Sandra will be visiting the area soon and Alice will be showing her around the town introducing her to other business owners. Congratulations to Alice and Welcome Sandra.

Business COVID Loan Opportunities

A second round of the Payroll Protection Program has been kicked off with the passage of recent legislation. The first series of loans were earmarked to small businesses with less than 300 employees. The program is now open to all small businesses.

Shop Local Initiative Over the Holidays

Marybeth asked those in attendance how sales were over the holidays. Sue Haynes said her holiday sales were very good and she saw a lot of local residents in addition to her usual out-of-town traffic. Marybeth said the Box Office Brewery sold a lot of Gift Cards and noted that out-of-town customers are more likely to buy their merchandise than local people. Kath Stanley said December sales at Lydia's were the best they had had since reopening in June.

Sharon Baroncelli said the Chamber would have more initiatives that push for and support shopping local. She would be giving out material to Strasburg Businesses on Friday, January 22nd. Sharon also mentioned investment had been made in producing videos and buying ad space on the radio. .

Promotions Committee

Sharon said the work that would have been addressed by the Alliance's Promotion Committee has been folded into a Retail Task Force established by the Chamber. Sue Haynes, representing Strasburg, is on the task force, as are 5 people from Woodstock businesses and Jon Henry from New Market. The next meeting is set for Monday, January 25th at 9:00am.

The Retail Task Force came up with the Love Local campaign. In addition to heart-shaped signs in local businesses, the Northern Virginia Daily will have the Local Business Page for three weeks, where Chamber members can get a 4x4 ad for all three weeks for \$80 or an ad for one week for only \$40. These prices are half the normal charge and Sharon said there were 3 spaces left. 200,000 people subscribe to the Northern Virginia Daily.

Welcome Bags: The Chamber has made a small card that they provided to Realtors that will let a new resident know they can pick up a welcome bag at the Chamber offices, located in Woodstock. Sharon said there were about 15-20 bags available at the Visitors Center in Strasburg. Olivia said she would develop a similar card to be passed out by Town Staff to new residents.

Margie Smoot said she would be interested in having information on where to send new apartment residents to get a Welcome Bag. She mentioned in the upcoming month she would have 3 new residents.

Frosty Contest: Clementine Vintage was the winner of the Frosty Contest! Congratulations Sue.

Mayfest

Mayfest has been moved to July 2-3, 2021. Sharon had called Dr. Green before the January meeting and he advised that it would be safer to have such an event after the second quarter. Fireworks will be on Sunday, July 4th. Doreen Ricard noted the Town's Outreach Committee supported the move. No one wanted to see this event canceled again.

Strasburg Bricks

The sale of bricks has been slow. Olivia Hilton reported that, to date, 18 bricks had been sold. She will continue to push and she will provide businesses with flyers and information that can be shared with customers. Olivia also had developed the capability to pay for the bricks online. Note that all proceeds will go to the Strasburg Business Alliance and will help support initiatives such as Mayfest.

Town Update

The last phase of the Streetscape project, Massanutten to the Museum, should be completed by the end of July.

The poles for a banner across East King Street (by Dollar General) should also be ready by the end of July.

Reach out to Olivia Hilton if you have ideas, questions or need help.

There will an Arbor Day Festival in April that is oriented to the children. 40 trees will be planted as part of this event.

Other Information

Stay tuned for the Box Office Brewery Valentine Special.

Ribbon Cutting for Appalachian Physical Therapy at noon on January 27th.

Next Meeting

February 19th

6 – 7 pm

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

Chair: Mary Beth Price

Vice-Chair: Abby Walters

Secretary: Kath Stanley, Lydia's Clothes Closet

Chamber Liaison: Sharon Baroncelli, President/CEO