



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, March 18, 2021

Virtual 6 – 7pm

Participants

Mary Beth Price, Alliance Chair, Box Office Brewery
Abby Walters, Vice Chair, Preslee Real Estate
Jaynelle Bowers, Shenandoah County Chamber of Commerce
David Brewster, Appalachian Physical Therapy
Sue Haynes, Clementine Vintage and Skyline Paintball
Marylisa Lichens, New York Life Insurance Company
Brandy Boies, Town of Strasburg
Olivia Hilton, Town of Strasburg
Christie Monahan, RPM Technical Solutions
Ginger Hall, Notary Dash, LLC
Kath Stanley, Alliance Secretary, Lydia's Clothes Closet

Notes from Meeting

New Member

Welcome to our newest Chamber member, Ginger Hall, who is a notary public. She can be reached at 540-233-3123 and hallgd@liwe.com.

Comments from the Chair

Mary Beth Price mentioned the Virginia's Occupation Health and Safety (VOSH) program required all business to have written policies covering their COVID-Related safety protocols and to have evidence all employees had been trained on the policies. The state is expected to send a scout around starting

in early April to check compliance. The deadline for implementation was March 26, 2021. Sharon Baroncelli sent out information on the details of this requirement with the meeting's agenda.

Mayfest in July

Abby Walters reported out that planning for Mayfest continues. The planning meetings are held the first Thursday of the month at 2:00. They are virtual right now so anyone that wants to attend should reach out to Abby for the Zoom link.

Abby provided a copy of the almost completed schedule for the event (attached). Abby and the Mayfest team will be reaching out for volunteers to help throughout the event.

Town Update

- ✓ There are new ADA swings at the Town park!
- ✓ The Farmer's Market will start on May 1st
- ✓ The new Banner poles, for hanging a banner across East King Street, are up
- ✓ On April 22nd, Earth Day, the town will have a planting event at the Visitor's Center. This will be open to children and their families.
- ✓ The town will kick off a summer Jr. Naturalist Program
- ✓ The radio station, The River 95.3 is producing a Podcast, "Strolling Strasburg" that will highlight a couple of businesses each week. It will air at noon every Monday and a link to the podcast will be on their website after airing. So far, the following businesses have been highlighted:
 - ✚ The Emporium
 - ✚ Lydia's Clothes Closet
 - ✚ Burg Nutrition
 - ✚ Bretzel's
 - ✚ Clementine's
 - ✚ Pot Town Organics
- ✓ The Town sold 110 personalized bricks that will be laid in the East King Street sidewalks between Massanutten Street and the Strasburg Museum. The sale has been closed. The proceeds from the sale will go the Strasburg Business Alliance to help fund planned event. All were very pleased with the numbers sold,

Brandy Boies mentioned the "Rails to Trails" project was moving forward. The railroad company was willing to sit down and talk about selling the line that runs from Front Royal to Broadway.

Retail Task Force

The Shenandoah County Chamber's Retail Task Force will support the "Local Tee Thursday" initiative. Anyone entering a shop that is part of the initiative will receive 10% of their purchase.

Reminder, Sue Haynes is the Alliance's representative to this meeting. If you have ideas please reach out to Sue.

The Retail Task Force is also exploring how to use QR codes as businesses to help customers go immediately to websites or other digital information. They are also exploring the use of Traipse an application that can help a person navigate a new area to find shopping and eating establishments.

Business Issues

The Chamber will be highlighting women owned/managed businesses during Women's History Month and in May.

Member News

Mary Beth said she was meeting new residents at the Brewery as well as many visitors to the town.

Marylisa Lichen closed the meeting by providing a 10-minute overview of the benefits of good financial planning and having adequate insurance coverage as a business. If anyone wants to discuss more details, just reach out to Marylisa.

Action to Discuss for Next Month's Meeting

Currently the meeting is scheduled for the third Thursday of each month at 6:00. Mary Beth would like us to consider if we want to change the time and day for the monthly meeting.

Next Meeting

April 15, 2021

6 – 7 pm

Box Office Brewery

Face Coverings and Social Distance Rules Will be Followed

Chair: Mary Beth Price

Vice-Chair: Abby Walters

Secretary: Kath Stanley

Chamber Liaison: Sharon Baroncelli, President/CEO

Mayfest Schedule

Friday, July 2

Heels & Hops Luncheon: Box Office Brewery

11:30am – 2:00 pm Cost: \$35.00

Includes: Lunch, 2 drinks and live entertainment by Shag

Tickets purchased online and at Box Office, McCarthy & Akers, and Team Abby Walters Real Estate

Food Concessions Open: North & South Holliday Street

5:00 pm – 9:00pm

Entertainment:

Strasburg Square – Cazhmiere, Sponsored by F&M Bank

6:30pm – 9:30pm

Beer & Wine Garden

Saturday, July 3

Mayfest Duck Race: Strasburg Pavilion

Ticket Sales: 10am – 4pm Race Time: 4:30pm

Arts & Crafts and Business Vendors: Strasburg Square & Pavilion; Town Hall Parking Lot and along King Street

10am – 5pm

Five Alarm Fun Zone: Stover Parking Lot -North Holliday Street

10am – 4pm Fun for all ages

Petting Zoo: First Bank parking lot

12pm – 4pm

Food Concessions Open: North & South Holliday Street

10am – 10pm

Entertainment:

Strasburg Square: TBD

11:00am – 4:00pm

Holliday Street Entertainment Stage:

1:00pm – 4:00pm: Circa Blue

5:00pm – 8:00pm: The Virginians, sponsored by City National Bank
Beer & Wine Garden by the Strasburg Business Alliance (5-8pm)

Box Office Brewery: Ryan Jewell

7:00pm – 10:00pm

Mayfest Carnival (not part of the Chamber activities)

Sponsored by Strasburg Lions Club

Strasburg Town Lot, June 30 – July 3rd

MAYFEST PARADE: 4:00 pm (Starting from Strasburg High School to Queen Street and ending at the Strasburg Town Park) Parade line up: 3:00pm

FESTIVAL SPONSORS

Presenting Sponsor: Team Abby Walters

Gold

City National Bank

F&M Bank

United Bank

Silver

Double Spur Outfitters

Mayfest Official Photographer: Kimberly Needles Photography