



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, May 20, 2021

Virtual 6 – 7 pm

Participants

Mary Beth Price, Alliance Chair, Box Office Brewery
Sharon Baroncelli, Shenandoah County Chamber of Commerce
Dr. Don Hindman, Speaker Rails to Trails Project
Sue Haynes, Clementine Vintage and Skyline Paintball
Alice Muellerweiss & Kevin Watson, Hopewell House Bike & Bed
Greg McCarley, New Star Market
Dr. Ryan Stilson, Chiropractor, New Office at Founder's Way
Doreen Ricard, One Stop Studio Shop
Dr. David Brewster, Appalachian Physical Therapy
Jessica Knight, First Bank
Kath Stanley, Alliance Secretary, Lydia's Clothes Closet

Notes from Meeting

Rails to Trails Project

Don Hindman provided a great overview of the Rails to Trails project, which would convert the Norfolk Southern railroad tracks from Front Royal to Broadway for use by bicycles and pedestrians. The project is still in the planning stages and more information can be found at <https://shenandoahalliance.org/project/shenandoah-rail-trail-partnership/>. Don Hindman encouraged everyone to complete a survey that was recently sent out via facebook and promoted in the Northern Virginia Daily. The survey can also be found at the above website. They need several thousand folks to respond to the survey.

There were a few questions as follows:

Q: Where is the terminus in Front Royal?

A: VFW Park, Mile Post 51, but this is still under discussion

Q: Will there be access points to the trail through the 50 miles.

A: Yes

Q: What are plans for trail maintenance?

A: Plans are the Shenandoah Valley Commission will have maintenance responsibility in the beginning, but longer term plans are to make the trail a state park and/or have the counties and towns share responsibility for maintenance.

Kevin Watson mentioned there is some interim planning to start biking events in the county to promote and help fund construction of the trail. This would start next year.

New Member

Dr. Ryan Stilson is opening up a Chiropractor service at Founder's Way. He currently operates out of Northern Virginia, but is extending his practice to Strasburg. He hopes to eventually move his family to the area too.

Educational/Marketing Business Programs

The County Chamber will provide the Strasburg Business Alliance with a speaker on any topic they are interested in. Some examples could include 1) How to Market in the current environment, 2) Growing your business, etc. A topic has been selected for June. Sharon is looking for a July topic.

Mayfest Update, July 2 – 3

Should a business want to highlight a special they are having during Mayfest, please submit the form to the Chamber.

Mayfest Tickets are being sold at Clementine's, Box Office Brewery and Preslee Real Estate

There will be heavy advertising in June!

Traipse Application

The Retail Committee of the Shenandoah Chamber of Commerce is moving forward on testing the Traipse Application. This application will allow a person, who has uploaded the application, to see what businesses are in their immediate area. The test period will focus on retail and more details can be found on the Chamber of Commerce website.

<http://shenandoahcountychamberofcommerce.wildapricot.org/>

Town Update

Vintage in the Valley planning progressing well.

The town is searching for a new Town Manager

Business News

Mary Beth highlighted that Virginia's minimum wage increased from \$7.25 to \$9.50 effective May 1, 2021. It will increase again to \$11.00 on January 1, 2022, \$12.00 on January 1, 2023.

Hiring has been difficult for some businesses. Some suggest this is due to the strong unemployment benefits that helped individuals through the pandemic. These benefits will be ending soon. There was some minimal discussion of the State going after individuals who are claiming benefits fraudulently. Mary Beth noted she received a call from the state about a person who claimed to have worked at Box Office Brewery. She let them know this was not true.

Next Meeting

June 17, 2021

6 – 7 pm

In Person

Chair: Mary Beth Price

Vice-Chair: Abby Walters

Secretary: Kath Stanley

Chamber Liaison: Sharon Baroncelli, President/CEO