



GALAX DOWNTOWN ASSOCIATION

Working to Benefit the Community of Galax, Virginia

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Merchants, Professionals, and Community in Partnership

Issue 16

START SPREADING THE NEWS...

The GDA Map & Directory has finally arrived! The first printing of 20,000 maps was not up to the quality of the draft so an additional 20,000 maps were produced. The board opted to purchase the first batch for a small fee as the quality is still quite high. The GDA now has 40,000 maps to saturate Southwest Virginia, spreading the word of what Galax has to offer. The three state run welcome centers will be distributing the maps as will four municipal visitor centers in our region. Maps are available for merchant pick up at A Place in Time Antiques and at the GDA meetings.

The website has been launched. Thank you to those businesses that returned your listing information. For those who have not, it would benefit you to complete the listing form with a description of your business, products or services available, hours and contact information as our website will be linked to many other sites.

Congratulations to the City of Galax, Chestnut Creek School of the Arts, Arts Council, and GDA for receiving a VA Tourism Corporation Marketing Grant for \$25,000!!

ELECTION AND MEMBERSHIP UPDATE

The election held during the last general meeting was well attended and we appreciate the participation of everyone. We had 4 positions open and one candidate for each position. There were no serious write ins, thus, the results are as follows:

Sandra Hankley - President

Sharon Ritchie - VP Operations

Bernadette Hodges - VP Community Relations

Ellen Holland - Secretary

The new board positions will take effect on July 1, 2008 in conjunction with the beginning of the fiscal year.

Also coordinated with the beginning of the fiscal year are membership renewals. Membership in the GDA will continue to provide advertising discounts (that far outweigh the minimal cost for membership,) networking opportunities, participation in the Holiday Gift Certificate Program, and exposure on GDA produced marketing materials such as the Galax Map & Directory and website.

Membership renewals forms will be sent out in June and are due in by July 15, 2008. This is a good opportunity for members to update their information and offer the GDA any details that help us promote our members.

Next GDA Meeting
Monday, June 2nd
6:15 pm at Rooftop

IMPORTANT NOTICE

While the website is active, the business directory is not yet available to the general public. **There are many businesses that have yet to complete their listing information. All listings should be checked by the business owners.** Please visit the directory page and verify your info at <http://galaxdowntown.com/blueridgeparkway2.aspx>

If you have corrections or concerns with your listing, please email them to galaxdowntown@yahoo.com or write down exactly what you would like changed and leave it with Scott at A Place in Time. You can pick up maps while you're there!

SUNDAY/MONDAY BROCHURE

Also in time for the summer season, the GDA has produced the Sunday / Monday brochure featuring the businesses that are open for business on Sunday and/or Monday to aid visitors to Galax in finding places to shop, eat, and be entertained. These brochures are available to businesses that are open these two days to share with their customers looking for other things to do on Sunday and Monday. You can pick them up at the GDA meetings or at A Place in Time Antiques.



Wanna hear more? At the meeting on June 2nd, we'll discuss this event designed to bring crowds of people downtown one Friday night a month through the summer to showcase our downtown businesses. Join the discussion to create ways to make this event fun for those who attend and successful for our member businesses.

BUSINESS IMPROVEMENT OPPORTUNITIES

GDA Members have great opportunities to learn ways of improving their business practices which result in stronger, more successful ventures.

Hospitality Training at Crossroads 7:00 – 9:00 pm

The consensus from members that attended the May session unanimously agreed that it was time well spent. The information is beneficial to owners and employees alike and the networking contacts are great. There is **NO COST** to participate and 4 sessions remain. Thanks to Don Foster and Blue Ridge Host for organizing this event.

June 16	How customer service can benefit your business
July 21	Tourism Hospitality and finding local tourism information
August 11	FAM Tour (Familiarization tour of Carroll Co. 8:30-4:00pm)
August 18	Ads, trade shows and marketing co-op from VA Tourism Corp

Entrepreneur Express June 12th 9:00am-Noon at Crossroads

Workshop offers practical hands-on lectures and exercises covering key elements of business practices run by successful practitioners. The event is FREE and lunch is provided. If you know someone who is thinking about opening a business, spread the word. Register at www.vastartup.org or call Crossroads at 236-0435. Topics covered are:

- How to start & operate a business
- Growing your business/Marketing Strategy
- Financing/Managing Assets
- Info on Available Resources
- Starting & Operating a Tourism Venture

LEAF & STRING IS ALMOST HERE

We are distributing flyers to merchants to help promote the classes being offered by Chestnut Creek during Leaf & String. Sampler Classes are just \$25 and include Storytelling, Intro to Guitar, Flat Picking, Knitting, Crocheting, Pastel Painting, and Whittling. Classes will be held at the Vaughan Building next to the Galax Public Library on Saturday June 14.

P Buckley Moss will be here to release her original artwork depicting The Crooked Road. The poster has already received abundant press as Tim Kaine was presented with the first signed copy at the recent Creating a Creative Economy Conference. There is already a sign up list for the poster which is available exclusively at The Framer's Daughter, 236-4920.

Authors on Grayson will be hosting many notable authors including Mary Kay Andrews and Gloria Houston. For questions about Breakfast with the Authors or the Featured Author Dinner, call Chapter's Bookshop, 236-9703.

And if you've never seen the acrobatic stylings of the worlds most talented fleas, check out the Alberti Flea Circus, carrying on a 150 year old family tradition. They will be performing death-defying stunts at the Rex Theater on Sat. June 14 at 1pm, 3pm, and 5pm. Additional info about Leaf & String will be discussed at the next meeting on June 2nd.

GDA NEEDS CLOTHING RACKS

We've had success with the new merchandise featuring the Galax Pick logo and are now in need of **NO** or **Low** cost clothing racks to display these products. Please call 236-0668 to arrange pick up. Your generosity is greatly appreciated.

The GDA is working on creating a different event to host in conjunction with the Old Fiddler's Convention. This new event would focus on motivating shoppers to visit the downtown area rather than hosting a small festival with music and street vendors. Get involved and help us make this a successful event for everyone!

Thank you to board member Bernadette Hodges & Judy Brannock for your efforts to assemble and deliver the 140 welcome bags for Swim Meet Competitors visiting Galax in July. The packets were delivered to competitors families on May 17th and they will have time to look through the brochures, coupons, and information before their visit. This was an impressive visitors packet and a great free advertising opportunity for GDA members to showcase their businesses.

FATHER'S DAY AD

The GDA ad for Father's Day will run in the edition that comes out Monday June 2nd. The ads are available for just \$18.50 for a full color ad, almost 2 x 2 in size. That is a very good value for having your business advertised in the most read paper of the week. We had only 18 businesses participate for Mother's Day which was surprisingly low for such a good value.

The artwork deadline is for the Gazette is Noon on Friday May 30th. If you are interested in taking advantage of this opportunity for full color exposure in the Gazette, please call Mandy Archer at the Gazette at 236-5178. They will bill each business individually.

When Business is good, you **should** advertise. When Business is down, you **MUST** advertise! And for just \$18.50...



