

Downtown Elkin, Inc.  
Minutes  
Thursday, November 10  
Yadkin Valley Chamber of Commerce  
Elkin, NC

Attendee's: Larry Irwin, President, Robbin King, Secretary, Cicely McCulloch, Vice President, Laurette Leagon, Susan Joines-Reavis, Laura Gaylord, Theresa Knops, Ann Mayberry, Suzanne Puckett, Vicki Roberts, Dave George, Phillip Lyles, Pat Gregory.

President Larry Irwin called the meeting to order at 8:30am.

October minutes were approved.

Larry Irwin reported that planning for Light Up Night is progressing. The ROTC will help with the wreath's which will be put up on November 17<sup>th</sup>. On December 2<sup>nd</sup> Light Up Night will begin at 5pm in hopes that people who are downtown will stay for the festivities and shop, etc. Live music will begin shortly after the Mayor lights the tree at approximately 6:30. The tree at Wells Fargo will also be lit. Talent presentation will also be in the area of Wells Fargo parking lot. Santa will begin by reading a longer version of the Christmas story for the children at approximately 7pm. Horse and Buggy rides will start at 5pm and continue until 8pm. The horse's will go from east to West on Main Street. From Wells Fargo to Royall's the road will be closed. Vicki Roberts will put up a banner near the tree and will also have a table for people to register for the prizes (certificates for shopping will be \$50.00, \$75.00, \$100.00) and to vote for best window. These prize's will be presented at the end of the night at 8pm. Vicki will also be selling the new Elkin ornaments at Light Up Night. The cost is \$10.00. Laura Gaylord reported the Foothills Arts Council will have an open air market on the same night as Light up Night. There will be outdoor heating if necessary. Phillip Lyles will be donating the candy for Santa to hand out. Laurette Leagon has volunteered to MC on Light Up Night. Martha Smith from the library could not be present at this meeting but asked that we include the Library festivities in our planning for Light Up Night. The Library will be making gingerbread cookies and will have the puppet show. Robbin King and Theresa Knops will make and distribute flyers to area schools, etc. to promote Light Up Night.

If there is any more news regarding Light Up Night, another email will be sent. Please notify me if there is anything that should be added. Thanks.

Theresa Knops updated the group on the Downtown Advisory Board. The new banners are up for the Holidays. Theresa encouraged everyone to stop by the new business's downtown. There is a Home Health Care business where Shutterbug used to be. There is a new salon where Doggy Depot was and Fiddles has finally opened nextdoor to Blue Ridge Chocolates. Welcome to all these new business's!! The Town of Elkin has a Facebook page and Theresa is encouraging

everyone to post your events and news. She has added the upcoming Christmas Parade and Light Up Night already.

Theresa informed the group of a national campaign promoted by American Express called "Small Business Saturday". This will take place the Saturday after Thanksgiving , November 26 (one day after black Friday). The Town of Elkin will be advertising this day to encourage Holiday shoppers to shop with the local merchants. For more information, please call Theresa.

Theresa also informed the group that the Downtown Advisory Board won an award for "best Downtown branding and image building campaign".

Congratulations!! The award will be presented in Clayton, NC in January.

Vicki Roberts updated the group on the Christmas Parade. The parade will be Sunday, December 11 at 3pm. Ronald McDonald is the Ambassador. There will be 5 High School bands participating. WXII will be promoting the parade on air, however none of the WXII staff will be present.

Cicely McCulloch reported the Reeves Haunted House made only half as much this year as last year. Various reasons were sighted including the economy.

Cicely also reported the name of the new business in the old Cash and Carry building will be called The Liberty when it opens.

Suzanne Puckett will be leaving Royall's on December 23<sup>rd</sup> due to lack of repairs from the landlord, John Van Hoy. Suzanne reports that she has repeatedly asked for repairs and they have not been made. There are issues with the Health Department as well. Suzanne has had to close twice during business hours due to damage in the building. She also stated the article in The Tribune was not accurate regarding this story. She is NOT responsible for repairs, John Van Hoy is the owner of the building.

Larry Irwin closed the meeting at 9:40am.

Respectfully Submitted,  
Robbin King  
Secretary