

Historic Downtown Chipley Merchant's Association

May 6, 2008 Meeting

Attendees:	The Den	Angel's Restaurant	Tommy McDonald
	The Goulding Agency	Foster Folly News	R & M Photography
	Baxley's Cleaners	New Beginning	1901 Café & Gallery
	Dana Strait	Dog House	Cute & Sassy
	Mother's Grievance	Antique Mall	

BIG NEWS!!!

Yard Sale * Saturday May 18th * 7:30 - 12:00 * In the alley behind The Den.

Anything you wish to donate will be greatly appreciated. All proceeds will go to Ilene Hatcher at The Dog House to help her purchase necessary equipment to expand her business. If you haven't been in Ilene's store yet you need to check her out!! She has a lot of great, reasonably priced items for your pet and you.

As the voluntary secretary for this new group of merchants I want to share my heart. I am so grateful for the support and friendships and sense of community that is growing stronger each time we meet together. For those of you who have not come to a meeting yet I strongly urge you to give it a try. I know you will be impressed with the spirit of unity that you will find. I came across a word last week that describes us. **"SYNERGY"** Modern business people know synergy as the principle describing the interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects. I also think of the motto of the Three Musketeers. "All for one and one for all!"

Topics that were discussed at this meeting included the new toll road which no one really knows too much about at this point. There will be a public workshop on May 15th at 9:00 a.m. at the Board of County Commissioners Annex.

We all agree that downtown Chipley needs to be "Eye Catching". In talking to people they will tell you they drive through Chipley without looking to the left or to the right. There is nothing on the street to draw their attention. Think about how you can make your store eye appealing to the motorists and shoppers. And if you don't know what to do or how to do it then call me. We can get you plenty of help.

Please get your business on the new website. If you need help just pick up the phone. We will come around and take pictures and help with the information to include. Mr. Goulding told us at the meeting that when we have the majority of the downtown businesses on the website he is ready to blast the e-mail with information about Chipley. Chipley merchants are pro-active and marketing themselves. Check out the website at www.downtownchipley.com.

We are still discussing plans for some sort of summer event. Mother's Grievance has been having a band play in their store on Friday or Saturday nights and they have had a great response. One night they had 200 and another about 150. They are working on another dance. Sounds like fun!!!!

Watermelon Festival is June 28th.

Next meeting is May 13th at 5:15 at New Beginning Weight Loss and Nutrition Center. Hope to see you there!

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