



# GALAX DOWNTOWN ASSOCIATION

Working to Benefit the Community of Galax, Virginia

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Merchants, Professionals, and Community in Partnership

Issue 20

## WELCOME JENNY DAVIS

The GDA is so pleased to announce that Jenny Davis is now our Director. She was recently featured in the Gazette for organizing the HOPEfest event to raise money for infantile scoliosis operations. We are grateful for her fundraising, organizational and communication skills, as she has already made positive contributions to our organization. Members can count on Jenny being in the office on Wednesdays from 9-12 and her remaining work will be performed on her schedule. Phone messages will be checked routinely and you can also email her at: [director@galaxdowntown.com](mailto:director@galaxdowntown.com). Please help us to welcome Jenny and do what you can to make things run smooth.

## SANTA'S ON HIS WAY...

For those who missed last meeting, the Gazette offered special advertising promotions for the upcoming holiday season. Now, some businesses are understandably concerned about the economy and spending money while times are tight.

**BUT...** *Continued on back...*

## HOLIDAY GIFT CERTIFICATE PROGRAM

We are contacting local employers to remind them that GDA Holiday Gift Certificates make a wonderful gift for their employees as well as a statement of community pride and responsibility. The GDA sold over \$16,000 in gift certificates last year to upstanding local employers such as Galax City Public Schools, Twin County Regional Healthcare and Results, Inc. These institutions made the choice to reward their staff for work well done with a certificate redeemable within the network of GDA members. This practice keeps virtually

100% of the money within the local community because it is spent in local businesses. Now, more than ever is it important to retain as much revenue locally as possible.

Being a part of the GDA Holiday Gift Certificate program is a significant benefit of membership. **Only current members are listed as a place to redeem certificates.** If you wish to be included in the program as a participating merchant where customers can redeem their gift certificates, please make sure that you have renewed your mem-

**Next GDA Meeting  
Monday, Nov 3rd  
6:15 pm at Rooftop**

bership since July 1, 2008. In addition, if you are an employer who wishes to reward your employees with a gift that communicates your appreciation for a job well done and your dedication to support the local economy, please contact the GDA at: [director@galaxdowntown.com](mailto:director@galaxdowntown.com) or by phone, 236-0668.

Businesses that wish to join or renew to be included as a redeeming location, please remit your membership dues of \$30 to the GDA office and enjoy the benefits of membership through June 2009.

### The Fourth Annual Halloween Monster Bash!!

- All businesses, civic groups and organizations are welcome to join in
- If you'd like to pass out candy or set up a game downtown on Halloween night, please contact Scott at A Place In Time on 238-9900 so we know who all is participating. If you'd like the space in front of your store, we'd like to know.
- The **streets will be closed at 3:30** so that participants can set up their games.
- Please **leave your store lights on** to help illuminate the area and it's a good chance for new people downtown to see what products you have to offer.
- **No candy will be given out before 5:00 pm** and the event ends at 8:00 pm.
- If you have received any entry forms for the **Monster Hunt**, please bring them to Scott at A Place in Time Antiques or call so we can pick them up.
- The street layout with participant locations will be posted on the door of A Place in Time Antiques on Friday Morning.

**Thank you for your participation in the well attended, well regarded community event.**

**Name that Passageway:** Here are some potential names for the alleys that will soon be redone during the downtown revitalization. Contact Chris Shackelford w/ other suggestions at 236-3500.

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|--------------------|-----------------------|--------------------|-------------------|
| 1) Creative Course | Grayson Stage         | 4) Harmony Way     | Barr's Alley      |
| 2) Memory Lane     | Municipal Parking     | 5) Heritage Row    | Oldtown Pottery   |
| 3) Musical Passage | Behind Snickerdoodles | 6) Artisan's Alley | Behind Stringbean |

### *Santa Continued...*

BUT, you have to consider the adage,

**"When times are good, you should advertise. When times are bad, you MUST advertise!"**

If you are relying on your regular customers for a stellar holiday shopping season, or even a modest season, you are going to lose a certain number of them to stores that advertised to get them in the door. We are a very visual society and are easily influenced by advertising. No advertising means customers attention will likely be turned elsewhere.

**The GDA wants success for it's members.** 70% of all retail sales are made from October 1 thru December 31 and we hope that all our associates do well during the upcoming holiday season. This is a great opportunity at an important time to capture as much revenue as you can while people are spending. Did your business sign up for the far reaching holiday campaign that Sandy Mass of the GDA designed? You should consider doing **some** advertising **somewhere** or you could be regretting it in January and February.

The Gazette offered members:

- Holiday Gift Guide – distributed the Wednesday before Thanksgiving (all prices include color) Deadline Nov 4th

**Full page \$99**

**½ page \$79**

**¼ page \$49**

- 2 Column x 4 inch **full color** ad (almost 4 inches square) ad is \$49 any Mon. or Wed. in December (this is a great deal!)
- There is a block ad that costs \$120 for all 10 spots in Nov and Dec.

To place any ads with the Gazette, call Mara 236-5178. Deadlines are soon.

## **BUSINESS BRIEFS**

Margo's Interior Decorating will host a Christmas Open House Nov 14th & 15th.

Lots of exciting things planned so give her a call at 238-0058. Store hours:

Monday thru Friday 9am-5:30pm  
Saturday 9am-5:00

Coming soon in downtown Galax Oldtown Pottery Co-op and Oldtown Studios and Gallery. If you are yearning to learn to be a potter or you are already a potter and want a place to work with other artists the Oldtown Pottery Co-op is for you. Right next door are Oldtown Studios and Gallery – have your own studio in town and display your work in the gallery. For more information call Judy Weigand 276 768 7710.

City Gallery Fine Art hosts Open House November 7<sup>th</sup> 5:00 – 8:00 pm  
207 South Main Street

Featuring the skills of fiber artists  
Sandy Baglio, Kathleen Hill, and  
Janet Braithwaite  
Open to the Public.

Complimentary Refreshments.

### **JUST A REMINDER**

The GDA welcomes ideas to raise awareness and revenue for the organization as well as promotions to bring traffic to member businesses. Any member wishing to initiate an idea or promotion involving the GDA in a supporting role must have a well thought out plan to put on the agenda and presented at the general meeting. As a reminder, this process is required for all new ideas to be presented and considered for action. It is not feasible to explain the idea to one board member and have that person accurately communicate the vision, process, and goals of that idea. Innovative ideas and creative thinking are necessary for the keep people thinking about downtown Galax. Please evaluate the financial and marketing needs of the promotion as well as the timetable and what help you are asking of the GDA, and make the presentation at a general meeting orally or in writing for consideration.

### **It's Better to Give...and Buy!!**

There are organizations hosting auction fundraisers in November and the public is being asked to contribute product or bid on items if these causes are dear to you. It's also a good way to donate items you need to move and get advertising at the same time.

#### **Veteran's War Memorial Fund**

To build Veterans Memorial near Library  
Saturday November 1  
Event starts at 11 a.m. with chili luncheon (\$6.00) and music, country and gospel. Auction at 1 p.m. New, used, and antique furniture: new armoire, mirrors, entertainment center, antique: spindle bed, china cabinet, dining room chairs, 1930s walnut full sized bed frame. Service for 12 bronze ware. Antique butter churn. 9x12 wool carpet.

#### **Twin County Reg. Healthcare Benefiting Women's Health Unit Silent Auction**

Nov 7<sup>th</sup> 7am – 2pm  
Twin County Room @ Hospital  
Contact Scarlett Rucker 236-1736  
Call her and she will pick up items  
Interested bidders will find antique and new furniture, jewelry, home décor items, small electronics, NY Yankees Leather Coat, etc.

#### **Breakfast with Santa & the Characters from the Nutcracker**

Fundraiser for the Nutcracker Ballet  
Saturday November 22 at Bogeys  
9:00—11:00 am  
\$10 includes Breakfast Buffet,  
Door Prizes and Photo Souvenir  
Accepting Door Prizes and  
Gift Certificates  
Call Katy Hickam Davis at 237-5387

