

## Viewmont Business Association launches its membership drive

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**HICKORY** - Organizers of the recently re-formed **Viewmont Business Association** (VBA) are seeking additional members.

Absent since the mid-1990's, this re-newed group, which is an official City of Hickory business association, met in January to adopt Bylaws and elect a Board of Directors. The group currently consists of 24 founding company members: Bistro 127, Hen & Chicken Papers, Adrienne's, Morphis Law, Koin Kar Wash, Hickory Moose Lodge, Fourk, Outdoor Supply, Razzberries, Viewmont Pharmacy, Rock N Road Bicycles, Hops & Grapes, Muscle Docs, Wine & Design, Bumblebee Interiors, Café Gouda, Select Tech, Pampered, Wild Birds Unlimited, Corinth Reformed Church, Rink & Robinson, McDonalds, Head Over Heels and Health Hut.

The VBA Board of Directors consists of VBA President, Bobby Bush (Hops & Grapes); VBA Vice - President; Henry Morphis (Morphis Law); Secretary, Carolyn Sinclair (Adrienne's); Treasurer, Donna Price (Bumblebees); Marketing, Erica Hester Boustead (Fourk); Logistics, Matt Miller (Bistro 127/Bootleggers); and Events co-directors Janelle Gibbs (Razzberries) and Nichole Dailey (First Citizens Bank).

The VBA's goal is to make Viewmont a destination place for shoppers and others living in the greater Hickory area. The group's mission statement consist of two simple directives:

- To promote businesses in the Viewmont community through common marketing and by maintaining a physically attractive and safe shopping environment.
- 2) To encourage business-to-business networking in the pursuit of 1) above.

In addition to the Board of Directors, the association consists of three committees. The **Marketing Committee** has discussed methods of branding Viewmont, identifying the VBA with a recognizable logo, establishing a website that will, among other things, link to community business websites. With five years of the highly successful Viewmont Street Strut promotion as a foundation, the **Events Committee** is making a list of other potential promotional programs, such as a Holiday Open House, Spring Strut and other potential events. The **Logistics Committee** concentrates on administration and management of the organization's business. Volunteers are needed in each of these areas.

All of the 200 plus Viewmont Community businesses – restaurants, banks, churches, service providers, offices, retail stores and others – are eligible to join. Contact Henry Morphis, at [admin@morphislaw.com](mailto:admin@morphislaw.com) for more information.

The next General Membership VBA Business Meeting will be on **Tuesday, May 26 at Corinth Reformed Church in the Mitchell House. Social begins** at 5:30 p.m., and the meeting begins at 6 p.m. For more information including how to be a member of the group visit <http://www.hickorync.gov/viewmont> .

The City of Hickory Staff Liaison to the official business association is Mandy Pitts, Communications Director/Brand Manager. If you have any questions for her, call (828) 261-2290 or email her at [mpitts@hickorync.gov](mailto:mpitts@hickorync.gov).