



MEDIA RELEASE

OFFICE OF COUNTY MAYOR GLENN JACOBS

400 Main Street, Suite 615, Knoxville, TN 37902

FOR IMMEDIATE RELEASE: July 20, 2020

Contact: Mike Donila Abbey Harris
306-1177 cell 215-4579 office
705-1681 cell

Small Business Series Features Josie's Boutique

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviewed Abby Payne, store manager of Josie's Boutique on Clinton Highway, as part of his latest video series highlighting small businesses.

When the series began, the Mayor conducted interviews with small business owners and operators, providing them the opportunity to talk about how the COVID-19 pandemic has impacted their families and employees and helping them share any plans they hold for the future.

Josie's Boutique, both a clothier and salon, offers a wide range of clothing options for all ages. Over the last few months, Josie's was forced to carry out sales exclusively online and alter the way their salon operated.

Mayor Jacobs inquired more about how each part of the boutique was impacted at the beginning of the outbreak.

"It was a big hit in the beginning," Payne said. "When it first hit that was right in our busiest time."

Typically gearing up for a multitude of spring activities and events, Josie's had to adapt to the ever-changing nature of the store. Luckily, the operation already had a large online presence and was able to capitalize on selling masks to the clientele. When salons could be fully functional again, the store established a myriad of new protocols to ensure the safety of its clients.

"That's the sign of a great entrepreneur, someone who has a business or starts a business and then looks at the market and figures out where things are going and kind of adjusts," said Mayor Jacobs.

With their "huge game day presence" Josie's worries about how the state of UT Athletics might impact them. Though Payne foresees more at-home viewing parties in lieu of visiting Neyland Stadium in person this year, she hopes it won't slow down too much.

"Women like to have a place to go and they love to have on a pretty outfit," Payne said.

A new vignette runs each week on the county and Mayor's various social media platforms. To hear more of what was said, check out the [video](#).

###