

## UNIVERSITY HEIGHTS BUSINESS ASSOCIATION

January 2018

1/23/18 6:00 PM

**Present:** Annmarie Ranger, Paul Neubecker, Tuona Batchelor, Mickey Vertino, Mike Miranda, Linda Garwol, Tess Morrissey, Larry Gottesman

Motion to approve minutes from November meeting passes

Identifying priorities and goals for 2018

- Do we want broad themes or small accomplishable goals?
  - In short, both

Main Street Light Synchronization

- According to stats, Main Street getting as much traffic as Parkside
- Synchronization was part of Main Street reconstruction
- Has never worked right
- Controllers out of date - other equipment necessary to finish synchronization
- With BNMC and Medical School taking off will there be a big push for this?
- Is there a successful example of synchronization done at the city-level?
- Advocate with Mike Finn on traffic light synchronization
  - Create traffic committee? - go to folks to address related issues

Marketing, Promotions, and Events

- Learning from other organizations
- Self-improvement and beautification projects are important opportunities to increase awareness about the Business Association and getting involved
- Decals, stickers, and postcard
  - Brand it with a larger reach for businesses
  - Darren to development for next meeting
- Cash Mob committee
  - Have people dedicated to identifying and promoting local cash moves
- Executive group to meet with other groups PCA, Hertel Business Association
  - Brainstorming and idea rathering
- Create website for the Business Association - build out basic business directory (similar to EVA)
  - Reach out to Dave about this
- Facebook - send out link to UHBA Facebook page
- How to raise money for the Association?
  - Parking dues?

Beautification and Aesthetics

- Mulching and flower pots

- Banners - sponsorship from the businesses
- Christmas Decorations - Invite Mike Finn and Steve Stepniak to next meeting to explain budgeting
- Code Violations
  - Letters to Property Owners
  - Invite Chris Hawley - Tuona to reach out

#### Infrastructure

- Snow removal on Hertel Avenue as a model
  - A perk for belonging to the Business Association
  - Auction of UB equipment for snow removal
    - Tess to talk to UB facilities folks
- Reddy Bikeshare station being installed at LaSalle station this spring

#### New business on Minnesota Avenue and Main St

- Good fortunes - asian/indian fusion cuisine
- New Indian Restaurant
- Interest in a Little Caesar's at Minnesota and Main
- Richies is interested in joining the Association

Lot at Main and Minnesota could be a good candidate for walkable, dense infill

Transparency on windows - is there a requirement for commercial streets like Main?'

- Good question to ask Green Code guest speaker at next meeting

#### Vetting process for new businesses

- Association should develop criteria for this - also, what does the Green Code allow?

#### Treasurer

- Address on Bank Account still not changed over yet
- Association has decided to close down existing bank account and open an account with a local credit union.