

UNIVERSITY HEIGHTS BUSINESS ASSOCIATION

November 2018

11/28/17 6:00 PM

Present: Linda Garwol, Mickey Vertino, Paul Neubecker, Larry Gottesman, Annmarie Ranger, Linda Young, Tucker Curtain

- Christmas on Hertel - model to look at for Main Street and University Heights
 - 40ft tree lighting being sponsored by Delaware District Council Member
 - Working with Albright-Knox and other community partners
 - Businesses stay open later on certain days - holiday events happening simultaneously
 - Makes Hertel a “destination” for the holidays
- New businesses
 - Before opening, new businesses should be required to follow certain stipulations like cleaning up in front of their storefront and those who offer to-go food should be providing garbage cans outside their establishment
- Capen Garden Walk Calendars are for sale - \$12: supports the Garden Walk’s mission
- Christmas Party on December 12th at The Steer
 - Capacity for roughly 100
 - Invite business owners on Main Street and Bailey Avenue as well as block clubs and community members
 - Finger foods and a cash bar
 - Business Association to cover the cost
 - Parkside Candy will offer a basket for the raffle
- Smart Growth Grant
 - Main Street Four Point Approach - a model for economic revitalization of commercial corridors
 - Would require a \$7,000-\$8,000 local match
 - Would create a plan/framework which would then allow the Business Association/community partners to build capacity around business development with paid staff
 - Have to make sure there is a good return on investment
 - We need to know what people want to see - what are our goals and priorities?
 - Review priorities set last year by Association members
 - Facilitate a similar process at Christmas party on the 12th
 - Other ways to spend the money that would have to be raised as a match?
 - Banners
 - New garbage cans
- Decking Main Street
 - Not able to add festoons/christmas lights to the light poles along Main Street because the outlets are currently wired into a power supply
 - Were they originally wired?
 - They worked at one point but currently don’t

- Did National Grid disconnect them?
 - Write a letter of support on behalf of the Business Association to include fixing them in the capital budget of 2018
- 2018 Cash Mob Calendar
 - Set the cash mob calendar six months in advance (to provide flexibility for new businesses)
 - Nominations to be made at the next meeting/online
- Identifying businesses that we want here
 - Brainstorming what our preferences are so the Business Association can become less reactive and more proactive
- Make connections with small business support networks to attract new businesses - EAP/SBI
- Issue with street people coming into Parkside and begging from money from customers
 - Invite police to Business Association meeting talk about the issue
- 3144 Main Street - Main Place
 - Was approved with conditions by the Common Council regardless of resounding public opposition
 - Needs to remove window covering
 - Filing an Article 78 - City did not follow appropriate process set forth in the Green Code
 - Running a fundraiser to cover legal fees associated with the filing (\$10,000)
 - Flawed process to approval of special permits sets a dangerous precedent - needs to be challenged