

## University Heights Business Association Meeting - May 23, 2017

In attendance: Linda Garwol, AnneMarie, Mickey Vertino, Dan Kelly, Tess Morrissey, Mady Hughes, Darren Cotton

- Cash Mobs
  - North Tonawanda Business Association used as template
    - Metrics? They don't, but we should! - 20% boost in sales on that day, for example.
    - Once a month on a weeknight.
    - 50/50 raffle.
    - Next business selected by day of cash mob to streamline and optimize promotion.
  - Social media advertising for actual cash mob event: Facebook, Twitter, Instagram
  - Parkside Candy selected as first cash mob.
    - Date? Mid-summer, July?
    - Next business? Grateful Grind
- Engaging commercial brokers for vacant spaces
  - Paul on lead with that- not present at meeting so topic put on the table for now.
- Slow Roll
  - Event party at LaSalle station.
  - Organize- food trucks, music, tabling?
    - Tabling- block clubs, fraternities, sororities, local business, community groups, etc.
    - Beer tent- IDing is an issue- if this can be resolved, we are on board with alcohol at event.
- Mickey- Garbage can repaired for \$350, will be placed on Main & Winspear.
  - Will fund the \$350 repair with UHBA money.
- UHBA Treasurer switching from Jonathan to Dave.
- Maintenance plan for planters- Linda to plant them Sunday morning, perhaps.
  - Mickey to help with watering plants on a regular basis.
- Fund positions to maintain Main Street and surrounding area?
  - Motion made by Mickey Vertino: \$1,000 set aside to pay individuals to maintain Main Street corridor and surrounding area.
  - Motion unanimously accepted, electronic vote will be put forth after meeting adjourns.
    - Maintain gardens, water plants, mulching, landscaping
- UB Cardholder Savings Program
  - Off-campus student services used to partner with businesses to offer discounts to UB cardholders.
  - UB will be revamping this program- Dan, Matt, Mady, Dylan will be canvassing tomorrow to spread the word on this front.
  - Increasing UB patronage around Main Street corridor

- Will have an updated directory to give to UHBA at conclusion of business recruitment
- Community board on corner of Main & Winspear
  - Suggestions to fund a new community board - group will look into pricing and most efficient/protected designs

MEETING ADJOURNED AT 7:07PM