

UNIVERSITY HEIGHTS BUSINESS ASSOCIATION

January Meeting

1/24/17 6:00 PM

Membership

- Recruiting new members:
 - Sister Jeremy - O'Connells
 - Annmaire - Famous Donuts, New Gym
- Email out to membership with their renewal date
- Creation of a Membership committee?

Setting Priorities for Main Street 2017

- George Grasser - walkable communities, streetscaping, signage
 - Why is the neighborhood not walkable?
 - Office space creates dead zones on Main Street
 - Developing an awareness among the business community
- UB on the Green
 - Wednesdays in July and August
 - Not super visible from Main Street
 - Get more people to that event
- Musical Series in Ellicottville
 - 20% off dinner for those who came to the musical series
- Shuttle to Eastern Hills Mall from UB
 - Giving students to do something other than partying
 - More to offer students?
 - Talk about and give opportunities to good students
- Networking events
 - Amherst chamber of commerce
 - Sponsor an event in one of the businesses
 - Sponsor first drink and keep them in the neighborhood longer
 - Specific targeting
 - Buy information lists - those who have filed DBA
 - Reach out to individuals to entice them to move here
 - Partner with existing networking organizations
 - University Heights Brochure and/or website
- Reach out to Mike Miranda for available spaces
- Price is a selling point in the neighborhood
 - Traffic seems to be just moving through the neighborhood

Grateful Grind Coffee Community Cafe

- Angela and Tom opening up coffee shop on Main Street
- Formerly worked at People Inc and as a fireman

- Want the cafe to be a welcoming space in the neighborhood - a judgement free zone
- Nitro - kegged coffee - was a huge hit at musical festivals
- Greenspace behind the shop
- Seating for ~20

New Business

- Branding/Marketing the neighborhood
 - Step Out Buffalo
 - Annual Event programming
 - Santa at Parkside
- Lots of absentee owners
- Lunchtime meeting?
 - When do people want to meet?
 - Darren to send out poll to membership
- Reddy Bikeshare Station at LaSalle Station - cost is approximately \$6,900.
 - Would take advantage of the new Rails to Trails project
- Plant Material
 - Motion that UHBA covers half that cost of plant material for the planters on Main Street
- # of vehicles on Main Street?