

University Heights Business Association Meeting | September 26, 2017

Present: Darren Cotton, Linda Garwol, Mickey Vertino, Garry Codick, Dan Kelly, Mady Hughes, Anthony Sordetto, Adele

1. Cash Mobs
 - a. Grateful Grind: 9/29/17: 4p-7p. Main Street canvassed with event flyers, Parkside MAY donate a basket to be raffled.
 - i. Facebook advertisement paid for and active.
 - b. Parkside Candy: 10/26-17: 5p-8p. Will create, print, and canvas with flyers closer to event day.
 - i. Will launch FB ad closer to event as well!
 - c. Gathering metrics remains important: will collect numbers from Kamalie.
2. Smart Growth Grant
 - a. University District focused instead of Main Street specific.
 - b. National Association of Realtors Grant: \$15,000
 - i. \$1,500 from local chapter of NAR.
 - c. Looking for a team of 6-8 community stakeholders to develop grant and work through logistics.
 - i. Darren will send out information regarding how this was conducted in Fillmore/Broadway district.
 - d. Perhaps this grant could result in a paid position to focus on business programming, i.e. cash mobs, slow roll, community events, creation of a commerce.
 - e. We need an \$8,000 matching grant to move forward- Mady will do some digging on this front.
3. Old/New Business
 - a. Anthony Sordetto is leasing old Surrender building. Wants to reopen under "Main Place" with the hours of 6p-3a Wednesday-Saturday.
 - i. Space doesn't have a kitchen- Anthony is hoping to install one and extend hours to include lunch/dinner hours.
 1. Until then, he anticipates a partnership with Just Pizza for food.
 - ii. Approved for liquor license already.