



ELMWOOD BUSINESS ASSOCIATION- BOARD MEETING

Board Meeting Date: Friday, May 18, 2018 at 9:30 a.m. – 11:00 a.m  
 Location: Nabolom Bakery, 2708 College Ave  
 Attendees: Kristi Roberts, Dan Polsby, Joseph Aguiar, Melissa Hatheway, Claudia Hunka, Michelle Schorr

	Time		ACTION
1	9:30 – 9:34	Welcome/Introductions	
2	9:35- 9:40	Approval of consent agenda 3.1 Minutes from Board meeting 031618	To be approved at next meeting.
3	9:41 – 9:45	Approval of agenda	approved
4	9:45 - 9:55	Administrative Report	
5	9:56- 10:24	New Business: 5.1 Board & Committee positions Roles determined for new board: Andrew – financial Melissa - President Michelle – secretary Claudia, Kristi, Joe, Dan, Paula- vice president	
		5.2 Neighborhood Liaisons/Block Captains – Claudia and Kristi for the entire neighborhood. They will be responsible for: disseminating paperwork, greeting all new merchants, being a liaison between the board and the merchant.	
		5.3 Budget Approval: Ideal to increase budget for lights and advertisement Motion to approve budget. Budget approved	Melissa- will talk to Tad (landlord at Vintage) regarding options for neighborhood lights and security cameras



ELMWOOD BUSINESS ASSOCIATION- BOARD MEETING

Time		ACTION
	<p>5.4 Calendar Event Planning</p> <p>Survey past customers: Would they come to a beer-walk?</p> <p>For future event planning:</p> <ul style="list-style-type: none"> <li>• Requirement to have security over 300 people.</li> <li>• To get patrons in each shot have “passports”, a-frame signs in front of stores</li> </ul> <p><u>Calendar drafting:</u></p> <p>Ideal to make a calendar for the year. Brainstormed ideas to highlight the character of our neighborhood (independent, small business, unique):</p> <ul style="list-style-type: none"> <li>• Fall – Beer 7 &amp; sausage festival</li> <li>• early December – Choco-walk: Holiday hot chocolate &amp; ciders, Santa event</li> <li>• February – a “sweet”-passport idea</li> <li>• Spring – Wine walk</li> <li>• Add 4<sup>th</sup> event in subsequent year</li> </ul> <p><u>Beer-fest</u></p> <ul style="list-style-type: none"> <li>• Can we get enough free beer in the stores for people to come? Do we need to pair it with another drink/food?</li> <li>• Draft a calendar of dates.</li> <li>• Dan to work with Andrew/Jason to find breweries. Need report (Dan) to see if we can get beer.</li> </ul> <p><u>Halloween:</u></p> <p>How do we capitalize on the foot traffic from Russell street?</p> <p>Suggested ideas: Trick or treating, scavenger hunt, Prizes for coming in costume – for 2 weeks or 1 month.</p> <p>Claudia to head committee to plan Halloween event. It was approved to pursue a scavenger hunt. Approved to pursue a Halloween window contest</p> <p><u>Beautification:</u></p> <p>In general there is a desire for a window contest for merchants to have unified look</p> <p>Possibly put student artwork inside empty locations</p> <p>Can we get a banner across the street? (tulanian to cheap pete’s/sweet dreams to sweets and common).</p>	<p>Dan to write questions to survey wine walk participants re upcoming event participation</p> <p>Michelle to send out survey to April Wine walk participants</p> <p>Michelle – send potential dates in September with no major conflicts for the beerfest</p> <p>Melissa – to find beer festival dates during the fall to confirm no conflict</p> <p>Claudia – to brainstorm Halloween.</p> <p>Claudia to work on banners</p> <p>Michelle to forward scavenger hunt idea to Claudia</p> <p>Michelle to investigate how one day park-lets work</p> <p>Dan to talk with Gordon realty to see if can put in art.</p>



ELMWOOD BUSINESS ASSOCIATION- BOARD MEETING

	Time		ACTION
7	10:45 – 10:55	Old business 7.1 Security Cameras	
		Action item log: May 18, 2018 Action items: 1. Melissa- will talk to Tad (landlord at Vintage) regarding options for neighborhood lights and security cameras 2. Dan to write questions to survey wine walk participants re upcoming event participation 3. Michelle to send out survey to April Wine walk participants 4. Michelle - send potential dates in September with no major conflicts for the beerfest 5. Melissa – to find beer festival dates during the fall to confirm no conflict 6. Claudia – to brainstorm Halloween. 7. Claudia to work on banners 8. Michelle to forward scavenger hunt idea to Claudia 9. Michelle to investigate how one day park-lets work 10. Dan to talk with Gordon realty to see if can put in art.	
8	10:56 – 10:59	Announcements: Next meeting June 15 <sup>th</sup> at 9:30am	
9	11:00	Adjourn	