

Notes from May 4, 2004 Meeting at Edward Jones Investments 6:15 p.m.

Next Meeting is scheduled for Thursday, June 1, 2006, 8:15 a.m., location to be announced. Anyone who would like to host this meeting should contact Tim Bullock.

Attendees:

Members: Tim Bullock (Edward Jones), Janet Davis (Chamber of Commerce), Gerry Dominik (Suite 59), Linda Foor (Brickstreet Communications), Elaine Reed (Marketing Galore!), Gordon Solomon (Captivating Canines), Brenda Winebrenner (Westerville Inn Bed & Breakfast), Doug Winbigler (Amish Originals)

Guests: Molly McIntyre (Otterbein student), John Lateulere (Otterbein College), Kate Porubcansky (Otterbein College)

Meeting Notes:

Elections: No vote was taken. Voting needs to be anonymous, so Full WUMA Members can drop off their vote (in writing) at the Edward Jones Investment offices through Friday, May 12, 2006. (See April notes for nominations.)

Business Profile: Gerry Dominik will present Suite 59's business profile at the June meeting.

Membership Report: WUMA welcomes new member Church of the Messiah. Membership is now at 34 members; 3 other businesses are in the process of joining.

Treasurer's Report: \$3,907.00; no April expenditures.

Discussion ensued regarding budgets for currently scheduled events: Midnight Madness usually runs \$1,400 to \$1,800 (advertising, print media), the Christmas weekend 2006 has \$800 earmarked, and one of the recommendations of the marketing "committee" is for WUMA to plan on placing advertising throughout the year.

Tim suggested bringing some structure into the mix with a budget and formal committees.

Technology: John Lateulere visited from Otterbein College. John works with their student i.d. card program. John brought a sample modem-style device used to swipe the i.d. cards and explained how the system works, pros and cons. Each machine costs \$800 to \$900 dollars and there would be a service fee to Otterbein (a % from the retail sales). There are 1,100 Otterbein students who live on campus, so the costs would seem to be out of balance with the benefits for Uptown businesses.

The association would still like to pursue a rewards program on some level, Janet suggested a certifi-check concept. So, while this option may be cost prohibitive, it's just one option and we should keep looking.

Elaine pointed out that right now, even, we could start featuring coupons on the website and the consensus was that this was definitely something to pursue now.

Thanks to John Lateulere for his time! The information he provided was indeed helpful. Also, thanks to Kate Porubcansky for bringing John and pursuing our questions. Much appreciated.

Farmers Market: Doug Winbigler has been working on revitalizing the Wednesday Farmers Market. He was headed up to the Review Board Meeting after this meeting to present to the board and gain approval. There is a new location for the Farmer's Market at The Church of the Messiah parking lot. The Market is currently set to start June 7th and will be every Wednesday from 3:00 p.m. to 7:00 p.m. Doug isn't sure yet about fall hours because that depends on the church's Our Day schedule. So far, he has 2 bakers (one makes dog treats! along with people food), an organic farmer who may be selling organic beef, and organic wheat flour and spelt flour from Johnstown, and a couple produce vendors.

Doug is optimistic that by the end of the selling season, Westerville will have a real and active Farmers Market.

Midnight Madness: Molly McIntyre reports a lot of progress on this year's Midnight Madness. She spoke with John Bokros with the fire department and there will be a fire truck uptown during the event. She also obtained fee information from Melody the Clown and has been talking with SNP regarding advertising (WUMA-placed and Co-op). Renee will be obtaining the event banner. Molly is working on music, food vendors, and a special activity like a straw bale maze or fun "haunted" house for kids. One goal is to have activity attractions (like music) at both ends (north and south) of Uptown to encourage visitors to the northern Uptown stores. Renee will be doing the scarecrows again. Molly is going to talk to some of the Otterbein sororities to see if they'd like to participate (dress up, hand out candy, etc.). Molly requested a budget and Janet suggested giving her a \$1,400 budget to start.

During the Midnight Madness discussion, ideas came up about revitalizing some past uptown promotional events we don't include now (ex. Mother's Day weekend, Super Bowl weekend, Market Days) and one goal might be a monthly event throughout the year. We also need to take a clear look at what organizations are sponsoring what events Uptown.

Marketing Progress: Linda Foor provided a report based on a meeting that included Linda, Gerry Dominik, Elaine Reed, and Charles Moon. The initial focus of the group was looking at Value-added to a business with a WUMA membership and the group provided a list of concepts and suggestions that we will continue to pursue. (For a copy of this report, contact Linda Foor at ljfoor@brickstreet.net.) Linda is pursuing a stepped-insert brochure with business card to utilize as a Welcome Packet. Elaine researched window/door decals for member businesses and provided costs and feasibility.

Linda suggested a concept of including the Uptown elementary school art departments (Emerson, Whittier, Hanby) via a contest to design art to be included on each year's membership card and membership brochure accents. She'll pursue the possibilities and logistics.

The marketing group also recommended a planned series of yearly advertising placed and paid by WUMA to be complimented by a co-op advertising effort; a set schedule will be necessary for this to work.

One other recommendation from the group was the possibility of a discounted Chamber/WUMA/WVCB membership. Janet said that it would be up to their board, but they don't normally discount memberships since they are the voice of the conglomerate; she'll look into the option. The Chamber newsletter can from time to time feature WUMA events.

Fourth Friday: Tim brought up a safety/security concern regarding the April 2006 Fourth Friday and the behavior of some skateboarders. Tim will talk with the owner of Old Skool to look for suggestions from him and Officer Mike Beekman (sp), the officer taking the Uptown beat for these events. One possibility might be to set up a designated area for skateboarders to keep them out of the main visitor traffic flow for these events.

Other business:

Tim would like to see budgeting, committees (who is doing what; structure), and an effort to set a framework for the future.

Janet mentioned the Westerville School System sesquicentennial coming up Labor Day weekend. The system will be opening all the schools and one suggestion is that local businesses adopt a school to feature art and photos (some store/business/window space would be required on an adoption). Another suggestion is to name things – a special offer, a restaurant dish, etc. to honor the school system sesquicentennial. There may be an alumni draw to Uptown. Also, in 2008, the city of Westerville will be celebrating its sesquicentennial.

Submitted by Linda Foor