

Notes from November 2, 2006 Meeting at Old Bag of Nails, 6:15 p.m.

Next Meeting is scheduled for Thursday, December 7, 2006, 8:15 a.m., at Edward Jones Investments, 39 N. State.

Thanks to Derek Rapkin and The Old Bag of Nails Pub for providing the fabulous 3rd floor meeting space AND the good food!

Thank you to all Home for the Holidays weekend participating merchants!!!!

Attendees:

Members: Tim Bullock (Edward Jones), Roger & Leanne Bishop (Barstow's/HyperSounds), Dwight Beougher (DJ's Feed Store), Sonny & Rose D'Andrea (Dairy Queen), Janet Davis (Chamber of Commerce), Gerry Domanik (Suite 59), Linda Foor (Brickstreet Communications), Renee Kropat (Gallery 202), Wade Meyer (Watson's), Shelly Morgan (Morgan's Treasure), Bill Morgan (Morgan's Treasure), Kate Porubcansky (Otterbein College), Derek Rapkin (Old Bag of Nails Pub), Kristy Sherwood (Edward Jones), Gordon Solomons (Captivating Canines), Suzan Tann (Morgan's Treasure), Doug Winbigler (Amish Originals), Mark Watson (Watson's)

Meeting Notes:

Introducing a new Uptown business: Morgan's Treasure

Shelly Morgan, Bill Morgan, Suzan Tann
12 W. Main St., 882.4401

Membership Report: Gerry Domanik

42 Members

Gerry would like to see 50 members by year end.

Some renewals are due, 2 member businesses are moving out of Uptown, so they will not be renewing.

City Hall is aware of the merchants association and its efforts. Is there a possibility of city development money to support uptown?

Members are encouraged to invite neighbor retailers.

Potential Market:

Approximately 120 Uptown businesses.

Ax to grind merchant ideas: Option: Charge the businesses who are using a negative association experience from decades gone by as a reason not to join now, charge them a \$25 fee to come in and vent and tell us their story, we'll listen, but they have to agree that once they've vented, to set it free and join! Option: Stop outreach to the merchants who have issues with older versions of the association, and move on to new businesses.

Personal outreach working the best: phone calls, door-to-door

Joining the association should be a no-brainer for businesses – value added benefits.

Treasurer's Report: Linda Foor on behalf of Jennifer Moon

Bank Account: \$5,582.00

Reflects Advertising Co-Op Funds (\$612).

Uptown Signage: Wade Meyer

Meeting, Thursday, October 26th with City.

The city will be placing signage at the south gateway because it is in this year's budget. They are moving forward on installing the welcome sign. (The sign will hang on the Sunoco sign of the corner, and the city will also install complimentary motif signs for Walnut St. and State St.)

Meeting again in 2 weeks.

The city is opening up to more animated signage options as a concept further down the road.

Midnight Madness: Kristy Sherwood

First of all, BUMMER!

The weather was a big, big issue (dark and stormy night, torrential downpours all day).

They spent \$265 out of the \$1400 budget.

Publicity:

- SNP full-page, full-color co-op ad – only \$65 per ad space per participating vendors.
- Newspaper coverage
- Dead Celebrity Run coverage and promotion

Discussion regarding next year:

- Do we want a rain date?
- Take the outdoor activities inside
- An indoor showcase area; inside hosting for rainy events
- A Midnight Madness Weekend
- Think about Athens on Halloween (the good parts – as in participation and attendance)
- Participating businesses map
- Stamp a “Passport” at each business for free stuff from businesses, like appetizer at Old Bag of Nails
- Dog Costume Contest (like the Dog Days 4th Friday judging)
- People Costume Contest

Scarecrows: Renee Kropat

Thanks to Cellar Lumber for the frame materials for the scarecrows. Renee would like those frames back for next year, but the merchants are responsible for disposal of the bales of straw.

Next year, non-members will have to pay for their straw bales.

Website voting (again, weather an issue for the scarecrows, too): DJ's Feed Store's ScareCow wins again!! Congratulations Dwight!

Christmas Weekend: Renee Kropat, Doug Winbigler

Laura Horton (Parks & Rec) and Julie Colley (Econ Development) are also participating in organizing the weekend.

Tree Lighting – 7:00 p.m.

Carriage Rides – 6:00 p.m. – 9:00 p.m. Friday. New Route: W. College, south on S. State, west on W. Park, north on S. Grove, east on W. College.

Roger Bishop providing DJ Machine

Carriage Route Decorating Contest: \$100 1st Prize, \$50 2nd Prize. Carriage Riders will get a ballot. Also, officials' ballot will be half the vote (police, fire, mayor, chamber, parks & rec).

Carriage Rides continue Saturday – 10:00 a.m. – 4:00 p.m.

4 Farmers' Market Vendors: Coffee, Baked Goods, Mustard

Church of Messiah – Hand bells on Friday

Santa Claus on Saturday

Westerville Bike Shop (WUMA member) donated a Child's BMX bike for a drawing. 1 entry per family. WUMA merchant stores will have drawing entry forms.

Request: All uptown businesses stay open Friday (Dec. 1) until 9:00 p.m.

Old Business and General Discussion: Tim Bullock

Topics for 2007:

- Uptown as Commerce District marketing study
- Budget/Finance Software
- Tim would like to set up a meeting in December to begin work on a 5-year plan
 - Marketing
 - Growth
 - Behind-the-scenes
 - Budgeting
 - Running the association like a business
- Generate leadership within so board can grow 3-Deep
- Continue to pursue membership as value-added
- Talk between stores about stores
- Relationship building
- Neighbor businesses knowing each other better
- Member-to-Member Discounts
- Free Stuff
- Committees
 - More of a mix of member involvement
- South State Street Association forming
 - Step forward to reach out to help them form
- Street fair type of event?
 - Keep emergency routes in mind for events
 - Side street availability for events

Evening of Elegance: Janet Davis

Thanks to the Uptown merchants for participating in the Uptown gift basket. It is great to have the Uptown merchants involved in supporting the Chamber.

Holiday Window Decorating: Renee Kropat

Renee will begin work on this year's holiday window painting.

She will provide the outlining for the business and the business staff can fill in or Renee can. She asks for a \$10 contribution to cover cost of paints.

Renee will be starting next week.

Renee also cleans the windows at the end of the season!

December 2006 WUMA Meeting:

One of the topics we will be looking at is community policing and there will be a discussion about a business alert system.

And, the January 4, 2007, 6:15 p.m. WUMA meeting at The Old Bag of Nails Pub will feature music provided by our own Tim Bullock!!

For the Calendar:

The Holiday Window Decorating Contest continues through December 22nd. Please VOTE with your non-perishable food donations (going to W.A.R.M.) for your favorite window!

Gallery 202 Exhibit, November 1 - December 22, 2006: The Writing on the Wall - Calligraphy Guild of Columbus. Just beautiful!!

Gallery 202 Evening with the Arts, Wednesday, December 6, 2006, 7:00 p.m., Alan Woods, Readings of Short Plays

Westerville Senior Center, 310 W. Main, December 5 - 8, 2006: Snowflake Castle, 9:00 a.m. – 11:00 a.m. and 1:00 p.m. – 3:00 p.m. For Preschool and Kindergarten kids – movie, puppet show, toy trains, face painting, Santa Claus, and more. \$2.00 admission per child at the door.

Submitted by Linda Foor, December 4, 2006. .