

Notes from December 6, 2007 Meeting, 8:15 a.m., at Java Central, 20 S. State St. Thanks to Ed and Reham Shadi for hosting this month's meeting. Good coffee!!

Next Meeting: Thursday, January 3, 2007, 6:15 p.m. Location: Java Central, 20 S. State St. Thanks to Ed and Reham Shadi for hosting.

Attendees:

Members:

Debbie Bennati (A Gal Named Cinda Lou), Tim Bullock (Edward Jones Investments), Janet Davis (Westerville Area Chamber of Commerce), Gerry Domanik (Suite 59), Linda Foor (Brickstreet Communications), Glenda Mihaly (WVCB), Bill Morgan (Morgan's Treasure), Elaine Reid (Marketing Galore), Amy Rosen (Otterbein College), Reham Shadi (Java Central), Gordon Solomons (Captivating Canines), Doug Winbigler (Amish Originals Furniture Co.), Brenda Winebrenner (Westerville Inn Bed & Breakfast)

Guests: Mike Beekman (WPD), Amy Robinson (It's All In The Name, 20K S. State), Carrie Ryan (WPD)

Meeting Notes:

Business Spotlight: Reham Shadi

Java Central, 20 S. State, www.java-central.com

Since opening 8 weeks ago, Java Central has hosted lots of meetings in the library. No charge to reserve the library for meetings. To use the library for meetings, customers should reserve the room via a calendar available at the register.

During the tree lighting at Home for the Holidays, they had people lining up out the door.

Counterfeit Bills and Security: Carrie Ryan, WPD

The Westerville Public Library has experienced theft from its teen room and also has reported stolen DVDs.

There have been some counterfeit \$20 bills surfacing. WPD has posters on what to look for including literature available on how to recognize bogus money orders.

There is a pen, available at most office supply stores/websites, that, when marked on a \$20 bill will show up a specific color on the valid currency.

Reminder: if you have specific questions or would like to be added to the flash email list on Uptown safety and security concerns, contact Carrie Ryan via: carrie.ryan@westerville.org.

New City Manager, Dave Collinsworth

Meet new city manager, Dave Collinsworth at the Westerville Community Rec Center on N. Cleveland in Maple Rooms A & B.

Membership: Gerry Domanik (Suite 59)

Welcome to new WUMA members

- Java Central, Ed and Reham Shadi, 20 S. State St., www.java-central.com
- Uptown Cigar Company, Roy Lawson and Mike Daffin, 33 N. State St.

Treasurer's Report: No report this meeting.

(Note: Jennifer Moon left a message on my cell phone right before the meeting (my ringer was off for the meeting) and she was unable to make the meeting at the last minute due to staffing issues at the bank. – Linda.)

WUMA is waiting on a debit card from Commercial Savings Bank to use to maintain the hosting services for the website.

We will work on be able to access the treasurer's report for each meeting. Consider a broader access to quickbooks, maybe backing up data files on a flash drive (WUMA may want to consider purchasing a flash drive).

Home for the Holidays: Multiple Contributors

4 hours for the carriage/wagon rides = \$400.

Image ads for events in Westerville News & PO and ThisWeek Westerville = \$700.

Sponsorships: 9 sponsors in 2007 at \$200 per sponsor

Carriage rides were very popular; next year, we can add a third carriage/wagon and it would be best to set up a more strategic carriage route to support uptown businesses and encourage foot-traffic toward those businesses.

Mike Beekman (WPD): we should look at a parade permit and apply for any route variances (keeping in mind the W. Main St. emergency vehicle route). As much lead-time as possible.

In 2007, the city will begin work on renovating uptown exteriors and landscaping (trees, benches, lights). The city is in the early planning stages. The current contact is city engineer Susan Banberry. WUMA should check with Sue and Bassem. There are conditional use permits and WUMA should communicate with the city early in the game on events.

Glenda Mihaly (WVCB): Does WUMA on the carriage rides want to have the wagon ride free and the carriage ride for a fee? Consensus was both styles of transportation should be free.

Mike Beekman: WUMA could consider buying cones to keep on hand to block off areas for the carriage rides. Uptown merchants can decide when and where to block off parking lanes with "reserved space" cones.

Lead-time on Permits: ASAP. Parade permit needs to be reviewed by fire, street, service, and WPD. 6 – 8 lead-time at least.

Glenda recommends EARLY!

Janet Davis (Westerville Chamber): Bridge construction will begin on W. Main St. We could use details for that because it will affect traffic flow to and from Uptown (and it will affect the Chamber's Music and Arts Festival). Can we check with Sue Banberry or Dave Collinsworth for a start date and details.

Tim Bullock (Edward Jones) will explore inviting Sue Banberry to speak to WUMA.

2008: Tim Bullock

WUMA Committees, Volunteers encouraged and welcome.

Membership: Gerry Domanik, Chair

Economic Development: Elaine Reid (Marketing Galore), Chair
Gift Card: Tim Bullock, Chair
Officer Nominating: Open
Website: Linda Foor, Chair
Home for the Holidays, Brenda Winebrenner (Westerville Inn B & B), Chair
Midnight Madness: Open
Advertising/Public Relations: Debbie Bennati (A Gal Named Cinda Lou), Chair

Planning for 2008 Midnight Madness and Home for the Holidays should start as early as possible.

Discussion:

Make a bigger deal out of Santa (currently for tree lighting, Santa logistics through city).

What resources are available to make Home for the Holidays bigger?

Organized luminaries?

A Christmas Tree lot for the weekend. Oakland?

Other Comments: Multiple Contributors:

Janet Davis (Chamber of Commerce):

Pat Tiberi, next Tuesday, Medallion CC
Check the Chamber website for details

Bill Morgan (Morgan's Treasure): Celebrate on State! History Hunt

Looking for donations for prizes from Uptown merchants

Gordon will contribute

11 locations for the hunt, not all places determined; we have some say as to where these clues are located; 4 are spoken for, so 7 available.

Interested Merchants: A Gal Named Cinda Lou, Westerville Inn Bed & Breakfast, Amish Originals Furniture Co., Java Central/It's All In The Name, Captivating Canines, Morgan's Treasure, Outside Envy, Edward Jones Investments

Reham Shadi:

Thrill Vulture Tattooing has a New Year's Eve event featuring refreshments from Java Central and Minuteman Pizza

Tim Bullock:

Window decorating contest, WARM food collection (voting): the contest continues, a boatload of food collections so far.

Committee Announcements in January

Linda Foor (Brickstreet Communications):

Per an interview on Channel 3: Dog Joint trying to be open for NYE.

Mike Beekman:

Sponsorships: each year for softball season there are always teams looking for sponsors. WUMA could consider sponsoring a team – each participating merchants could sponsor a play and their business name could appear on back of the player's jersey; runs about \$100. Both online and in-print exposure – box scores!

Next meeting:

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Submitted by Linda Foor, January 2, 2008