

**Notes from May 5, 2007 Meeting at Edward Jones Investments, 39 N. State St.
Thanks to Tim Bullock for hosting.**

Next Meeting: Thursday, June 7, 2007, 8:15 a.m. Location: Westerville Area Chamber of Commerce, 99 Commerce Park Dr. (about 1 mile north of uptown on N. State St., 2nd right after County Line Rd. light.)

Attendees:

Members: Dwight Beougher (DJ's Feed Store), Tim Bullock (Edward Jones Investments) Janet Davis (Westerville Area Chamber of Commerce), Gerry Domanik (Suite 59), Linda Foor (Brickstreet Communications), Jeff Hartnell (WVCB), Renee Kropat (Gallery 202), Jennifer Moon (Commercial Savings Bank), Kate Porubcansky (Otterbein College), Elaine Reid (Marketing Galore!), Gordon Solomons (Captivating Canines), Doug Winbigler (Amish Originals)

Guests: Alissa Petrella, Otterbein Journalism Major

Meeting Notes:

No prepared Agenda for this meeting.

Uptown News:

The Westerville Grill is now closed. Tech Medics (WUMA member) is now closed. A new wedding shop will be going in on E. College (formerly Q10), and Amy Heath (Encircle) is working on the space that was Top Shelf for retail space TBA.

Treasurer's Report: Jennifer Moon

Jennifer will be utilizing WUMA funds to purchase QuickBooks.

Membership Report: Gerry Domanik

Welcome to new member, Joe's Automotive, 80 N. State St.

Ruth Reed Antiques has renewed.

74 outreach letters went out to non-Member uptown businesses in April. Gerry will be working on follow-up. (Joe's Automotive's membership is as a response to the mailer.)

Brief discussion supporting expansion of Uptown merchant outreach – north to Old County Line, east to Otterbein, west to Cleveland. Linda Foor will compile the addresses in the outreach expansion area and WUMA will send an additional mailer.

WUMA Blog: Linda Foor

<http://www.westervilleuptownmerchantsassociation.blogspot.com>

Linda created a blog for the Westerville Uptown Merchants Association to reflect uptown activity involving WUMA members. The blog is an additional full-membership benefit.

Renee has added a link to the blog on the www.uptownmerchants.com.

The blog is through Blogger via Google.com and is free. WUMA can utilize blogs for events, information, sales, or a shoppers guide. Blogs (short for "weB-LOG") increase the chances

of internet surfers finding your website because blog articles show up in searches more readily than website searches and since blogs are usually updated several times a week, the frequency of visits to the blog site also increases the access to your website. Blogs also welcome feedback and visitors can post comments.

Feel free to include the link above on your website.

WUMA members should let Linda know (ljfoor@brickstreet.net or 614.352.1144) if they have sales or special feature information, she can add it to the blog!

Event Budgeting: Tim Bullock

Tim created event budget templates to be completed for the June for:

- Farmers' Market
- Midnight Madness
- Home for the Holidays

Possible as membership builds to have a quarterly uptown event. Events should focus more on merchants to increase traffic and sales. A progressive event that includes a visit to each business might be a possibility.

The city has changed their event permit procedures, events are redefined, the form is longer, more involved, a certificate of insurance is required, and law enforcement support will no longer be provided as a city service for events.

Note: event definition and permit can be obtained on the Clerk of Council webpage on the city website: <http://www.ci.westerville.oh.us/Default.aspx?tabid=265>

Think Pink: Renee Kropat

May 20th from noon to 5:00 p.m.

Renee has already gotten press for the event.

This event is like the old-school Market Days. 52 street vendors and 6 merchants are open. Vendors include: crafters, SPCA, Farmers' Market vendors, bead jewelers, flowers, coupon books, and bartering credits. A banner will be up over State Street to promote the event.

Renee started working on this event in October, 2006.

Bike Race/Vendor Space: Renee Kropat

The 4th Annual Garrett Wonders Memorial Bike Race will be Saturday, June 16, 2007 from 8:00 a.m. to 1:00 p.m. (sponsored by WUMA member, Westerville Bike Shop). During the race, State Street will be closed to vehicle traffic.

In addition to Think Pink, Renee has made arrangements for a limited number of spaces for street vendors to set up during race hours. If a vendor participates in Think Pink, that vendor gets a discount on participation during the bike race.

Farmers' Market Night Extended Hours: Renee Kropat

WUMA extends thanks to Patty Withers at Hearts Content, 9 N. State St. Patty reached out to uptown merchants to extend hours on Farmers' Market nights (Wednesdays).

The merchants with extended hours are WUMA members: A Gal Named Cinda Lou, Amish Originals, Encircle, Gallery 202, Morgan's Treasure, and Ruth Reed Antiques, and non-WUMA members with extended hours are: Checkerberries, Gateway Imports, Hearts Content, My Cousin's Closet, Sour Records, and Westerville Antiques & Collectibles.

Merchants who are not staying open on Wednesday nights are asked to leave lights on. We want Uptown to appear alive on Wednesday nights.

Uptown visitors and customers can consider Uptown Westerville as a destination point for picking up fresh ingredients and trimmings for dinner every Wednesday night.

On behalf of all uptown businesses, WUMA provided flyers with the list of Wednesday extended hours.

Special thanks to the uptown businesses keeping both Wednesday extended hours and Farmers' Market flyers at their registers.

WVCB: Jeff Hartnell

WVCB is donating ad space to the Farmers' Market.

Jeff encourages uptown merchants to go to the WVCB with new information about their businesses. Additionally, WVCB has, for its members, a small feature advertising spot in ThisWeek.

W. Main Street Signage: Renee Kropat

Thanks to Bill Morgan (Morgan's Treasure) for his efforts to increase interest and traffic in the businesses on W. Main Street. Bill has been working with Bassem Bitar, with Planning and Development, in an effort to place signage to direct visitors to the West Main Street merchants. Priscilla Llewelyn (building owner/31 N. State St.) supports the concept and the neighborhood merchants on W. Main are buying into the effort.

Midnight Madness: Renee Kropat, Linda Foor

Kristy Sherwood will be keeping an eye on Midnight Madness this year, but with her baby due in August, Renee and Linda will be teaming up on Midnight Madness logistics with Kristy, to help while Kristy is on maternity leave.

Gift Card Presentations: Tim Bullock

Presentations for the uptown gift card concept will be in June, so WUMA can decide on the uptown gift card. Momentum is important on this effort – the holiday season actually not that far away and we have an opportunity in September (9/6), to have a table to sell gift cards to parents and students at "Move-In Day" at Otterbein College (we'll make arrangements through Kate Porubcansky).

Kate Porubcansky will follow-up with New Market Solutions. Jennifer will follow up with Commercial Savings Bank.

We need to look into accounting procedures for non-redeemed gift cards or gift card balances.

Marketing Study: Tim Bullock

There is another meeting on the economic development study in June.

Funding sources include: City of Westerville, WUMA, businesses, Westerville Area Chamber of Commerce, and Property Owners. Otterbein College is another possibility on funding.

The consulting firm we are reaching out to for the study is Randall Gross/Development Economics (RGDE) based in Washington, D.C., with an additional office in Johannesburg, South Africa.

Member Action List from This Meeting:

Jennifer Moon will purchase QuickBooks software.

Renee Kropat and Linda Foor will be teaming up on logistics and planning for Midnight Madness as backup for Kristy Sherwood.

Renee Kropat, Linda Foor, Doug Winbigler, and Kristy Sherwood will be working on budget templates for Midnight Madness, The Uptown Farmers' Market, and Home for the Holidays.

Kate Porubcansky will contact New Market Solutions to arrange a presentation at the June 7th WUMA meeting re: the Uptown Gift Card concept.

Jennifer Moon will make arrangements for the Commercial Savings Bank presentation at the June 7th WUMA meeting re: the Uptown Gift Card concept.

Tim Bullock will call Ron Lykins with questions regarding the best way, when there are multiple big ticket resources, to pay for the economic development study.

Linda Foor will compile the addresses in the outreach expansion area and WUMA will send an additional mailer.

Gerry Domanik will visit Leslie at Westerville Antiques; Leslie is interested in a WUMA membership.

Gerry Domanik and Tim Bullock will check with Bassem Bitar and Julie Colley regarding any concerns regarding uptown sidewalk signage.

Westerville Notes:

Congratulations to Captivating Canines, 46 N. State, celebrating its 10th Anniversary in May. Best WUMA wishes to Gordon and Rodie Solomons.

Friday, May 18th is the Celebrity Waiter event at The Old Bag of Nails Pub from 6:00 p.m. to 10:00 p.m., for the Earlene Wandrey Relay for Life team. Check the WUMA blog (Tim Bullock, Janet Davis, and Brenda Winebrenner are among the waiters) or local papers (there is a front page story in this week's ThisWeek).

Farmers' Market – May 23rd, May 30th – from 3:00 p.m. to 6:00 p.m.

ThinkPink is May 20th! Noon to 5:00 p.m. in Uptown Westerville.

The Rotary Club of Westerville Golf Outing is May 25, 2007 at Kyber Run Golf Course in Johnstown. For more information check the Rotary Club website:

<http://www.rotaryclubofwesterville.org/>

Gallery 202 has the Westerville Art League Spring exhibit through May 26th. Also, check out the Beaded Pouch exhibit through the end of June. This interesting project is a community

art project created by Mt. Vernon and Knox County residents. The Women in Westerville exhibit is taking submissions through May 31st. Check the gallery website: <http://www.gallery202online.com>

The Westerville Chamber is featuring a networking event on May 22: Young Professionals Speed Networking, 4:30-6:30pm, Old Bag of Nails Pub, 24-26 N. State Street, 3rd floor. Check the website for details and registration info: <http://www.westervillechamber.com/calendar.asp>

Otterbein College has ongoing exhibits at the Frank Museum, Roush Hall, and Miller Gallery. Otterbein Theatre's "Hello Dolly" is running May 18 – 19 at Cowan Hall. Check the Otterbein website for activities: <http://www.otterbein.edu/calendar/index.asp>

The bicycle event, Tour de Westerville, is May 19th as is the Bicycle Rodeo. The Bicycle Rodeo will be held at the State Farm Claims Center on Schrock Road. Call 901.6500 for details on both events.

There are all sorts of events going at the library. Check the library website for details: http://www.westervillelibrary.org/events/events_front_page.htm

This month's Fourth Friday is May 25th. Look for the WUMA Co-Op ad in the May 24th ThisWeek, Westerville Edition.

Memorial Day is celebrated on May 28th this year. (Yard waste pick-up on Tuesday and Refuse/Recycling pick-up on Wednesday.) While city offices are closed, the Community Rec Center is open.

Submitted by Linda Foor, May 17, 2007.