

AGENDA

1. Welcome and Introductions

- a. Local Business You Recently Visited
 - i. Nolan, Andy's Chicken
 - ii. John, Ant's Pants
 - iii. Dan, C and R & Chick's
 - iv. Debra, South Square & Chick's
 - 1. January 29th, dine in or eat out at Chick's and will give 10% back to FoCA
 - v. Nicole, Doggie Style & C and R
 - vi. Rafael & WJ, Lutecia Cafe
 - vii. Kevin, Green Aisle Grocery

2. Neighborhood Welcome Packet

- a. Update on discussion from last meeting and progress on the initiative
 - i. What is the goal?
 - 1. To connect neighbors to local businesses
 - a. Add value to local businesses

3. Business Spotlight

- a. Interest from local businesses has been lukewarm at best. Should we continue this initiative?
 - i. backstory: ID'd 5 businesses, 2 accomplished "Spotlight" aka videos, blog, etc. (HK Hair & NextFab)
 - 1. Attempted with other businesses but never got to the finish line
 - a. Got through process of interview but one didn't like the way he sounded in the video
 - b. After reaching out repeatedly, they were unresponsive
 - ii. Re-Evaluate
 - 1. What can we offer to the businesses that would be more enticing?
 - a. More than free marketing and publicity
 - b. Offer free workshops on SEO, marketing, how to navigate city business licenses and grants (partner with SSWBA)
 - i. mentoring for new neighborhood businesses by existing
 - c. Negotiate group rates for groups of businesses interested in printing, construction, design, etc.
 - d. 10-12 businesses that do takeout in the neighborhood
 - i. magnet that shares their information, distribute throughout neighborhood

iii. Constraints

1. Would spend time asking businesses for their time and it didn't work
 - a. online form on website asking what businesses services they provide

4. **Other Economic Development Issues**

- a. Washington Avenue Update
 - i. Chocolate Factory
 - ii. Food trucks for Washington Avenue lunch options? How can we make this happen?
 - iii. Mural ideas -- Jake reached out to mural artist he knows. Nothing yet.
 - iv. Next Meeting on zoning/development issues next week
- b. LED Lighting For Neighborhood – update from conversation with Councilman Johnson's office
 - i. Potential to get money
 - ii. light up the corridors → get more people out to brick and mortar places
- c. Feb 3, 2018 – Expungement Clinic and Job Readiness Event at MARC
 - i. Nolan to send Nicole marketing materials to share
 - ii. hope to connect participants with jobs in the neighborhood (job fair with Lincoln Square?)

5. **Events**

- a. Next SOSNA Dines Out – Where should we do it?
 - i. Rex, Cafe Ynez, Miles Table, Thai Square, Sawatdee, Indian Restaurant
 1. Nicole & Nolan to start initial outreach
 - ii. Reach out to Andy's Chicken now about May / June dines out at Triangle
- b. Cowork together day?
- c. FoCA night out on March 24 (Trinity)

6. **Next Meeting and Action Steps**

- a. Next Committee Meeting: Thursday, February 8 at 7:00 p.m.
- b. Invite your neighbors and friends to get involved!
- c. Be active on social media – sharing events via Facebook helps
- d. Think about 2-3 goals that Econ Dev has as a group for 2018. What are our areas of focus? What do we hope to accomplish in those areas?