

## SVCA August Meeting

Date: Thursday, August 16, 2012

Time: 2:30 PM

Location: University Hotel

### Attendees:

Thomas Herschbach  
Nancy E. Rose Pribyl – Dinnaken Properties  
Debi Grant-Smith – Days Hotel on University  
Kory Blaschko – Raising Cane's  
Marie Fischer for Kendre Turonie – U of MN Student and Community Relations  
Daniel Pfeiffer – Central Corridor Project  
Joy Miciano – Ames/McCrossan Joint Venture  
Chuck McGuire – Commons Hotel  
Christopher Ferguson – Dairy Queen

- I. Welcome/Introductions
- II. LRT Construction Updates
  - a. Contractor work will be complete by 11/30/12
    - i. This includes all civil construction (roads, tracks, stations)
    - ii. 2013 will be used for systems construction
  - b. Majority of Stadium Village Station is completed below ground
  - c. Biggest push is currently for sidewalk completion
    - i. Church to Huron goal of 8/29 (Welcome Week)
    - ii. South side of sidewalks first, then north side
    - iii. Setbacks due to lack of concrete pourers
  - d. Oak and Huron will remain closed until mid-September
    - i. They will be open temporarily during the 1<sup>st</sup> football game (gravel)
  - e. Washington Avenue Bridge will be closed 8/20-8/27
  - f. 4<sup>th</sup> St Ramp off 35W will be reopening to right turns only
  - g. North-bound East River Parkway will open, south-bound will remain closed for another week
  - h. Huron will be open to traffic going straight by Labor Day
  - i. Bedford will close the weekend of 8/17, the south side will remain closed for 8 weeks
  - j. Malcolm is now open, but will close for a 4-week time period in the future
  - k. 25<sup>th</sup> Ave SE will reopen by 8/23
  - l. Questions were raised regarding the signage and traffic lights on Huron turning onto Fulton
  - m. Discussion regarding direction of traffic for Park-and-Ride for State Fair
- III. Advertising Opportunity with the Daily
  - a. Free ad for the SVCA during back-to-school issues in the first few weeks of the semester
  - b. Half page, full color
  - c. Want the ad to be inclusive of all businesses in the area

- d. Exploring other opportunities to piggyback on this (at a small cost)
  - e. Minnesota Daily will design the ad including the SVCA logo
  - f. Ad will drive people to the SVCA website and possibly to Facebook
- IV. Annual dues are due ASAP
- a. Due-paying members will have their company's logo included in the Daily ad and will not be removed from website
  - b. Grants are being diminished, and we need dues in order to keep operating and accomplishing tasks
- V. Open
- a. SVCA is sponsoring the first football game
    - i. Ad promoting restaurants/bars in Gopher Game Day
    - ii. Focusing on restaurants on Washington Ave, but including all
    - iii. Space for 8 companies to advertise
    - iv. Trying to get people to stick around after games
    - v. Booth has better placement and exposure outside the stadium
    - vi. Radio and in-game promotion
  - b. Discussion of driving traffic to FB page
  - c. Looking into print pieces, mail drops
  - d. Money in the budget for TV/radio (“Stadium Village featuring \_\_\_\_”)
  - e. Larger event around “The New Normal” to encourage people to return
  - f. Billboard opportunity
    - i. Up for a month
    - ii. Shown within a 5 mile radius of Stadium Village
    - iii. Likely to get banners paid for
    - iv. Contact Chris if interested
  - g. Banners might fall under LRT budget
  - h. A University Hotel press release came out a few weeks ago, and they are changing names to The Commons
  - i. Commons restaurant has yet to be named, but will open this fall
  - j. By December we should be able to have the SVCA social in the restaurant
  - k. Sale of Mercil's closed earlier this week
  - l. Noodles will be open until the middle of the month, and will reopen in the Opus/Stadium Village Flats building in the fall
- VI. Adjourn