



SVCA February Meeting

The February monthly meeting for the SVCA is this **Thursday, February 21 at 2:30 at the Commons Hotel**. This month, we will be covering the following topics:

1. The recent airing of the SVCA's commercial and the response we have seen from it, specifically with regard to social media.
2. Marketing plans for the area, including current branded giveaways and mailings, and future ideas such as:
 - A half-court shot competition during Spring Jam for a large cash prize (pending insurance underwriting)
 - "Taste of Stadium Village" event featuring area specials and a possible sponsor
 - Promotion of (but not funding for) a large community event in the summer
 - Partnering with U of M Greek Life for promotion, specials, and so on
3. The future of Stadium Village with regard to grants. As construction nears completion, the community will most likely be seeing changes in the funding we receive.
4. Update on Metro Transit, why buses continue to avoid Washington Ave, and if they will ever return to Stadium Village.
5. Update on CCLRT construction and outlook for completion.
6. Update on the Vikings stadium, information on its design, and an open discussion about the Vikings playing at TCF Stadium for 2 seasons.

With so many upcoming opportunities and initiatives in the area, now is a great time to invite other businesses to join the SVCA! If you are planning to come to the meeting this Thursday (and we hope you are!), please feel free to bring along other members of the Stadium Village community to join in on the discussion. We'll see you there!