



## SVCA May 2014 Meeting

Date: Wednesday, May 21<sup>st</sup>, 2014

Time: 2:30pm

Location: Commons Hotel

Attendees: Pierre Willette - Commons Hotel

Duane Rohrbaugh - Commons Hotel

Chuck McGuire - Commons Hotel

Chris Ferguson - Bywater Business Solutions

Matt Frank - Bywater Business Solutions

Joe Chesmer - Go Buy Local

Ben Hering - Affinity Plus F.C.U.

Debi Grant-Smith - Days Hotel

Kory Blaschko - Raising Canes

Rosemarie Noupoechi - C.C.F.C.

Nicky Taylor - C.C.F.C.

Ethan Nelson - MN Daily

### I. Welcome and Introductions

### II. Go Buy Local Program

- a. Marketing program for community sustainability looking to partner with SVCA and the local Stadium Village businesses
- b. Percentage of purchases at businesses will be donated
  - i. Consumers pick charity for donations (local Ronald McDonald house option)

### III. LRT Launch Party (Sports focus)

- a. Approx. 22 food and non-food participants and expecting 150k attendants
- b. Welcome tent will be handing out maps, buttons and promo items
- c. Vikings will have large presence with games, cheerleaders and inflatables
- d. TCF Bank Stadium tours (8 tours of 25 people)
- e. 9am-10am speeches followed by activities and a DJ from 1pm-4pm
- f. Unofficial Summit Beer pub crawl w/ approx. 25 participants along Green Line in evening

### IV. Other business

- a. Good Neighbor Fund Grants looking to create area map for upcoming increase in traffic from MN Vikings presence
  - i. Must include Dinky Town and West Bank as well
- b. Summer Events in Stadium Village
  - i. June 18th - American Idol tryouts at Mariucci
  - ii. July 12th - Free MLB All Star concert at TCF Bank Stadium (Imagine Dragons)
  - iii. August 2nd - Guinness International Champions Cup at TCF
  - iiii. August 8th and 16th - MN Vikings preseason games at TCF
  - v. August 28th - MN Gophers home opener football game