



## **SVCA September 2013 Meeting**

Date: Wednesday, September 18, 2013

Time: 2:30pm

Location: Commons Hotel

Attendees: Kory Blaschko - Raising Cane's  
Lindsay Halleckson - Northrop  
Todd Dupont - Big 10  
Jeremy Mahany - The Hole Sports Lounge  
Pierre Willette - UMF - Dinnaken  
Chuck McGuire - Commons Hotel  
Debi Grant-Smith - Days Hotel  
Chris Ferguson - Bywater Business Solutions  
Matt Frank - Bywater Business Solutions

### I. Welcome and Introductions

### II. Review the Taste of Stadium Village Results

- a. Attendance slightly down from first time
- b. Ideas to increase attendance next fall edition include:
  - i. pushing date back a week/ time from 3-7 to 5-8 or 4-10 to allow more time for people getting out of work or class to visit more businesses
  - ii. possibly getting rid of passport book and doing some sort of bingo card or simplify and get rid of card all together
  - iii. Next time maybe allow for each bar to have 1 hour for prize giveaways or specials
- c. Spring Taste event scheduled for Thursday before Spring Jam

### III. Parking in residential buildings for retail businesses

- a. Council member Gordon setting up task force for parking
- b. Will be 4 meetings looking at residential parking and possibly get into commercial parking
  - i. concerns about lack of commercial parking for businesses

### IV. RV Parking

- a. Alumni want a place to be available for RVs for overnight and tailgating the day of event
- b. Looking at possibly having Gateway lot next to Days Hotel for RV space
  - i. Security for lot may be an issue
- c. Concerns about location being so close and possibly recommend a lot farther away

### V. Upcoming marketing opportunities

- a. Giveaways to market area/SV brand possibly include sunglasses, coolers and more
- b. Possibly partner with WAM to help get items into student hands on University game days

### VI. Homecoming

- a. Events going on in area all week long and concert at TCF Stadium on Friday



VII. New Members/Dues

- a. Trying to get together a statement to show benefits of joining the SVCA

VIII. Open Forum/Thoughts/Concerns

a. Special Service District

- i. trash still filling up but number of pickups per week will increase to help with this
- ii. banners for light posts still in talks of getting done

b. Event for Light Rail opening week

- i. Green Line will be free as well as other public transportation
- ii. each stop/area to receive some funds to promote the Light Rail/their station during weekend of free rides

c. Northrop reopening again on April 4th after years of renovations

- i. activities will be held outside and around Northrop beginning now and leading up to opening including live music and more

d. Metro transit Light Rail update from Dana Happel

- i. had table at the Taste of Stadium Village. Spoke with several people about safety and provided updates.
- ii. overnight testing continues in the area
- iii. station art is being installed at the East Bank Station over the next couple of weeks
- iv. continue to provide safety presentations

IX. Adjourn