

WPB SSA #33
Guide Development Committee Report
February 2010

The Guide Development committee met at 8 a.m. on February 19, 2010, at Caffè de Lucca. Present: Larry Griffin (Chair), Laura Weathered (Co-Chair), Suzanne Keers, Kirsten Hull, Eleanor Mayer, Elaine Coorens, Mike Hartnett.

1. Review of old business from January meeting.
 - A. Reported on changes to façade program as approved by commission. Discussed need to focus on compliance with certain aspects of program criteria (security grates; historical districting).
 - **ACTION ITEM: EM to review past applications and search Internet for similar programs that WPB façade rebate applicants might also be eligible for, info to be posted to Web site no later than April 2010.**
2. **Façade promotion.** Discussed possibilities for promotion of façade rebate program. Goal is not to duplicate the comprehensive WPB resource guide that is forthcoming but rather single out these programs and sell them to owners.
 - A. **Door hangars.** Will create “spring cleaning” door hangars similar to snow removal door hangars. These hangars will only promote façade and graffiti rebates. Committee recommends that we keep the cost down – these don’t need to be fancy to get the job done. (Mid-April 2010)
 - B. **MOTION: To approve an amount not to exceed \$500 from line 5.05 Graffiti Abatement Programs for the production of door hangars to promote WPB’s façade and graffiti abatement rebate programs.**
 - C. **Breakfast.** Host an informative chamber breakfast in May 2010. Funds to sponsor breakfast may be needed. (May 2010)
 - **ACTION ITEM: EM to speak with Paula Barrington and coordinate plans to be finalized at the March committee meeting.**
 - D. **BusTracker.** Will post the info from the door hangars as a free ad. (April 2010)
 - E. **Web page.** EM will work with cmte to enhance the Web page relating to façade rebate program, including adding some or all of following features. (Complete first two bullets by end April 2010.)
 - Links to other grant/rebate opportunities.
 - Sets of before and after photos with quotes from rebate recipients.

- Article about program – could pitch to Urban Times, Pipeline, Crains OR attempt to find someone willing to do it cheaply on freelance.
 - Video clips – of breakfast (if we have it), of one completed project (talk to owner, etc.). Difficulty is doing it cheaply *and* professionally.
- F. **Mass e-mails.** Preferably after Web page improvements are complete, circulate info via mass emails. Potentially include one .JPG file showing before and after. (May 2010 at latest)
- Suzanne said Local First could be interested in partnering on a mass e-mail to promote program.
 - Other lists – Pipeline, WPB update, aldermanic updates.
3. **Compact development endorsement team.** Further discussion was had re: compact development endorsement team. Committee discussed concerns about committee’s zoning-related activities generally.
4. Agenda for next meeting (March 19, 2010, 8 a.m., Caffe de Lucca):

8:00 a.m. – 8:30 a.m.

- A. Review one-page proposal summarizing potential compact development endorsement program. (LMG will circulate one week prior to committee meeting.) Discuss any changes/additions to proposal. Vote on whether to move forward in creating the program.
- B. Follow up re: façade improvement program promotion plans. Try to distribute some tasks among committee members.
- C. If time permits: discuss tenant attraction goals; discuss high-level questions/topics re: transportation management.

8:30 a.m. – 9:00 a.m.

- D. Open discussion of Master Plan recommendations re: zoning and planning.