

**Meeting Minutes**

**Board Members in Attendance**

Kaileigh Steiner, Ashley Myers, Mark Wagenbrenner, Leah Evans, Todd Kemmerer

**Board Members Absent**

Quinn Fallon, Paul Pardi, Kevin Lykens

**Other Attendees**

Betsy Pandora, Caitlyn Dunn

3:00-3:05 PM Call to Order

Meeting was called to order virtually by Mark Wagenbrenner at 3:06pm.

3:05-3:10 PM Approval of November 2020 Meeting Minutes

Mark asked for a motion to approve the meeting minutes

Leah moved

Todd seconded.

Unanimous approval.

3:10-3:15 PM Project Plan Timeline Review

- The first projects for the year, beginning ahead of 54SID funds coming in, are the communications strategy and the Public Art & Placemaking Audit (pending resources).
- SNA will begin communications services ahead of 54SID funds receipt. Developing communications lists now.
- We anticipate at least one public art project to be completed by the early part of the fourth quarter.
- Environmental maintenance, Safety services, beautification, and planning for promotions, events and advocacy all get underway in July with deliverables staggered throughout the second half of 2021.
- A full advocacy agenda along with events and promotions plans will be prepared by the end of the year.
  - The Short North Alliance has been at work to get a project timeline together, demonstrating how to implement the work plan the board identified.
  - Advocacy can range from more trash cans to infrastructure improvement requests.
  - Leah shared that the timeline looks good – it represents a reasonable ramp-up.
  - Betsy asked Leah how we should be sharing information with Weinland Park neighbors (could be integrated into the outreach plan)
    - Leah thought a website where this information lives where people could be directed to would be beneficial (scope, timeline, history of 54SID); she can direct the people she interacts with to look at the information. Reinforcing that the SID isn't a business association will be important.
    - Betsy agreed and said they can make some of this overarching information available on the info page that has already been created, and the communication consultant can integrate this outreach into their plan.

3:20-3:30 PM Communications Strategy Discussion

- Short North Alliance has identified Warhol & Wall Street as the preferred consultant for this project. They are an Italian Village founded, minority-owned firm that has led a number of diverse placemaking, branding, and communications programs across the city and state. Most recently, they lead a brand project for German Village and already have some great ideas for the corridor.
  - We would like to get them engaged in this work so that it can kick off before the end of February.
-

- As we prepare their scope of services we would like your input on the following:
  - o What are the most important aspects of this work?
  
  - o What do you hope to see it achieve?
    - Leah shared the consultant is also doing work on the Near East Side, but also offer up a creative point of view.
    - Leah added – what are placemaking opportunities for residents? Want to make sure they see themselves there, and connect to it. Support residents to have a more holistic opportunity – not only a place but a neighborhood. Making sure inclusivity and diversity (users and stakeholders) is top of mind.
    - Mark agreed with Leah; Pull together the character we have here and respect the residential neighborhood that pulls it altogether.
    - Ashley and Todd shared that a cohesive identity will be important; letting people know what’s available will be great.

3:30-3:40 PM

**Public Art & Placemaking Audit Discussion**

- SNA will engage the Neighborhood Design Center to conduct an audit with SNA staff and community members of the 54SID area.
- The audit will identify locations for public art and placemaking projects on both public and private property, outline potential budgets for prospective projects, and utilize community feedback gathered from the communications strategy to inform potential project ideas.
- Based on findings of the Public Art & Placemaking Audit, SNA will lead implementation of at least one public art project utilizing 54SID resources.
- Pending funding from other sources, the potential for additional projects in 2021 is possible.
- Work can get underway soon if funds are advanced.
- As we prepare the scope of services, we would like your input on the following:
  - o What are the most important aspects of this work?
  - o What do you hope to see it achieve?
  - o What areas do you believe are prime for public art projects??
    - Will start to identify locations and project budgets, and then start checking off the work.
    - Mark shared an ideal location – underneath 670 on the bridge on the right side; on the back side of the ramp will be a green area. It’s under an ODOT easement but maybe they can create something special there.
    - Ashley shared how the gorilla style jelly fish are already there already an attraction; could we take stock of what’s existing inventory and capitalize on that.
    - Todd shared that bookending the district would help define in. Take stock of the traffic patterns and key notes found throughout the corridor. Is there a way to further cultivate the area with popular areas?
    - Kaileigh wants to help it identify help identify the neighborhood, so it’s cohesive and can help identify what the neighborhood stands for.
    - Leah shared that art will unify. How do we bring that excitement and uniqueness, bringing the existing history with new opportunities?
    - Ashley added that the billboard area by Thrive’s office (west side of 4<sup>th</sup>) could be a visible location for art or branding.

3:40-3:45 PM

**Advocacy & General Community Engagement Discussion**

- SNA beginning to build contact lists for property and business owner engagement in the 54SID area. Please share if you have them.
  - Are there any issues of advocacy coming up that the SNA should begin to position itself to address?
-

- o Mark hears a lot about safety. Coordination of communication if there's an issue.
- o Kaileigh shared that homeless activity, car break ins and package thieves. She also mentioned that pedestrian safety is important too.
- o Ashley agreed pedestrian safety is key, but also trash.
- o Betsy added that their team will be collecting data to see if problems are systematic, and what are the patterns.
- o Todd mentioned bicycle safety is important.
- o Mark shared that the retail is so spread out through the district, there's a nice spread of mix of commercial and residential, but it really promotes a lot of crossing at every intersection. It has the opportunity to be an even-more walkable area because of the cadence of those uses once the full buildout comes into play; the need for traffic calming will become more important.
- o Betsy shared that the SID can be the liaison with the City to educate public and elected officials.

- 3:45-3:50 PM      SNA Annual Retreat: Focus on DEI
- March 4 9 am-12 pm
  - Devoted to Diversity, Equity, and Inclusion
  - SNA hired Todd Corley to lead an audit of the organization and develop a diversity, equity, and inclusion framework.
  - Recommendations might include changes to SNA policies and programs/offerings for businesses.

3:50-4:00 PM      General Discussion

4:00 PM            Adjourn  
Todd made a motion to adjourn at 4:08pm.  
Marc seconded.