

**Guide Development Minutes**  
Tuesday, May 7, 2019 8:05 – 9:35 AM  
Goddess & the Grocer – 1649 N. Damen Ave.

*In attendance: Marcy Huttas (Committee Chair), John Paige (Voting Member), Chad Jashelski (Voting member), David Ginople (Commission Chair),*

*Staff: Alice Howe (Program Specialist), Garrett Karp (Program Manager)*

**1. Update on Promote Committee**

- a. GK gave a brief update on Promote Committee's discussion on neighborhood marketing strategy guiding upcoming promotional campaigns

**2. GD Focus and Priorities**

- a. CJ suggested a photographable frame that promotes the neighborhood and can be shared on social media and moved to various locations
- b. MH reminded the committee of the three focuses (these will be added to the agenda moving forward for reference):
  - i. Guiding Development that aligns with our Master Plan, marketing our neighborhood, and promoting affordable housing
  - ii. The committee recommends the SSA assist businesses with getting listed on Google properly.

**Motion 1:** Guide Development Committee moves to approve funding not to exceed **\$1,500** from line item **2.06 (Public Art)** for the creation of a neighborhood branded, moveable frame for promotional photo opportunities. **(19-0504)**

*MH motions. JH seconds. All in favor. **MOTION PASSES.***

**3. Revisions to Rebate Applications**

- a. This is still a work in progress, but new online Community Grant form is working well with at least 4 submissions in the last month

**4. Legacy Business Recognition**

- a. The committee would like to begin a program to recognize businesses that have been open in the community for 15, 20, 25 years and beyond through window clings

**Motion 2:** Guide Development Committee moves to approve funding not to exceed **\$1,000** from line item **2.04 (Wayfinding & Signage)** for window clings to recognize legacy businesses. **(19-0505)**

*DG motions. MH Seconds. All in favor. **MOTION PASSES.***

**5. Master Plan**

- a. Staff will work on printing additional copies this month
- b. John Paige would like two extra copies for distribution