

Executive Committee
Minutes
May 16, 2017

In attendance: Brent Norsman (chair), Rebecca Dohe (vice chair), Wayne Janik (treasurer), David Ginople (secretary), Pamela Maass (executive director), Jessica Wobbekind (managing director), Michael Ashkenasi (ssa program specialist)

1. The committee discussed budget line adjustments:

Motion 1: to approve the following budget line adjustments: \$11,100 from line item 3.04 (bicycle transit enhancements) to line item (garbage/recycling material program), \$1079 from line item 4.06 (strategic planning) to line item 4.08 (master planning), \$5,000 from line item 4.06 (strategic planning) to line item 4.01 (site marketing) and \$4,000 from line item 4.06 (strategic planning) to line item 6.01 (annual report).

2. The committee discussed the HAP proposal for holiday decorations, it will go to the Clean and Green Committee next month, JW will find out if CEG can provide maintenance services
3. The committee discussed trees
 - a. The new trees need to be tagged and watched, if they die within the year, they will be replaced.
4. The committee discussed the Security Services Rebate Program
 - a. We will remove the "neighborhood" in the title and simply call it the "WPB SSA #33 District" to make it very clear that it is available within the SSA only
 - b. The policy will request that the security is visible, in uniform.
 - c. Change the "ground-level" requirement to "with a ground-level, eyes on the street presence..."
 - d. Change wording about the review of services to indicate they will be assessed while happening, not after work is completed
 - e. The committee should establish metrics to determine the efficacy of the program
 - i. The recipient of the rebate is required to submit reports from the vendor
5. The committee discussed the Promote Committee's decision to release an RFP for rebranding/logo update
 - a. DG thinks it is a mistake to rebrand, BN thinks it should be called a refresh, not a complete re-do.
 - b. WJ – this will take a long time, let's target Jan. 1 for completion
 - c. In the meantime, we will continue to work on projects in process or discussion, we will not wait for the brand refresh.
 - i. The current banners need to come down and new ones put up.

Motion 2: to approve the funding of the design of new banners in an amount not to exceed \$1,500 from line item 1.05 (decorative banners).

Motion 3: to approve the funding of the printing and installation of banners at the entryways of the SSA district in an amount not to exceed \$6,500 from line item 1.05 (decorative banners).

6. The committee discussed the purchase of give-aways for events to help promote the SSA. It is agreed that reusable totes that fold-up into a pocket are the most useful give-aways.

Motion 4: to approve the purchase of reusable, SSA-branded tote bags for give-aways at events in an amount not to exceed \$5,000 from line item 1.07 (print materials).

7. The committee reviewed the motions for the Commission Meeting.
 - a. The committee prefers the “carnival-like face” as the third piece of “Play Big” for the arts section for the festival.
8. The committee discussed the transportation committee’s bench program
 - a. BN requests that the 15 additional benches are ordered and the staff continue to scout out places to install
 - b. JW will send the requirements for siting benches to RD.