

Guide Development Committee  
Minutes  
October 10, 2017

In attendance: Brent Norsman (chair), Marcy Huttas (co-chair), Shelby Hastens, Suzanne Keers, Michael Lofton, Pamela Maass (Executive Director), Michael Ashkenasi (SSA program specialist)

**1. District Safety & Security Rebate programs**

- a. The committee reviewed the latest version of the postcard advertising the rebate programs. No comments or concerns. Postcard will be mailed to all addresses within the SSA boundaries later this week.
- b. Discussion on the Security Rebate program and how the Chamber is using the recent Subterranean application to flesh out how the “reporting process” for businesses that apply for the rebate will work.
- c. MA provided updates on the most recent talks with the 2<sup>nd</sup> Ward office. Alderman Hopkins has finally signed the letter of support for the SSA’s 2018 budget, but more businesses will need to be recruited to take part in the Security Rebate program.

**2. Market Study brochure**

- a. The committee reviewed the latest version of the brochure by Teska. Positive feedback. BN suggests perhaps incorporating orange into the color scheme for the main titles and subheaders. MH suggests incorporating something about TODs on page-3.
- b. Chamber Board meets later today. MA will incorporate their feedback as well, then provide notes to Teska
- c. Once final draft ready, will begin to circulate to targeted commercial realtors/brokers in anticipation of a large breakfast/unveiling of the piece before the end of the year (BN and SH to assist with targeting select brokers)

**3. Quality of Life**

- a. Cleanslate is working with their vendor on new cobranded vests that advertise SSA #33. BN asks if they can incorporate the orange gnome, MA will ask.
- b. The committee revisited the idea of the “NIGHT MAYOR”, a person who will act as liaison between the nighttime businesses (e.g. convene regular meetings of the late-night bar/restaurant managers, keep open communication with CPD, promote the Chamber of Commerce, etc.) MA will circulate job descriptions of other similar positions that Jim Peters – the quality of life consultant from earlier this year – provided us in the spring.