

SABD General Meeting Minutes | 5/18/16

Location/Time: Crown Bar at 9:30 am

Change of time and date due to stronger availability

Call to Order 9:36 am by Pres. Dan Smith

Introductions

Move to Approve Minutes | Casey Cowles/Nick Fedaiy | Approve

President's Report | Dan Smith

- Is 9:30 good?
 - A lot of people say yes
 - It's important to have our councilmembers here

CLO Report | Daren Skaanes

- Not seeing any trends for vehicle prowls - fewer this month
 - 1 stolen guitar
 - Vehicle prowl outside of Asado
 - Vehicle prowl outside of Tacoma Games
 - iPad stolen from Tacoma Games
 - Emerald Leaves had a break-in - was captured on video
 - Another at Green Cross - May have a lead to Emerald Leaves case
 - Marijuana shops are a whole new animal - mostly display case thefts
 - Marijuana is locked up at night

Treasurer's Report | Peter VanRosendael

- \$1502.21 is in bank with \$200.00 outstanding in debt
- We are a nonprofit - we need money
- There are quite a few projects in mind to beautify the ave
 - We are required to spend the money we make but there is no limit to the amount we can bring in
 - Dues help
- Art on the Ave is how we move forward with this year's budget
 - Our biggest fundraiser
 - A majority of the money coming in from Art on the Ave comes in June from sponsors and local businesses
 - We are expecting the funds for Art on the Ave to snowball in comparison to last year - each year the
- This year we are donating to the local food bank and the Boys and Girls Club

District Manager's Report | Angie Lokotz

- The SABD June issue of the newsletter is going to hilltop as well
 - They have a favorable advertising rate
 - Try putting in a coupon for your business-
 - We will have access to their business member list - cross promotions

Promotions Committee | AI Switzer

- We would like to promote your business. What can we do to help you?
- Our main events are AOA / Santa Parade / Easter Bunny
 - Have any ideas to help promote these events?

Art on the Ave (AOA) | James Tucker, Dan Rankin, Cori Mickelson

- The City of Tacoma is a sponsor this year - this is a big deal
 - This means that we are on the City's budget for next year
 - We will keep asking for a little bit more from the City each year
 - They provide as long as you're making progress
- New guidelines that have been initiated this year to promote growth
 - No sidewalk vendors
 - In an effort to provide safety for vendors and festival goers, the sidewalk space between the brick and mortar businesses and the booths will remain open
 - This provides wheelchairs or walkers to pass unencumbered
 - We have limited space on the Ave
 - Businesses are able to put signs out - Keep space usage tight - Tacoma Police Department (TPD) will enforce
 - Beergarden is an exception
 - Per Washington State law, a beergarden has to be connected to a building
 - WA State Liquor Code applies to an extension of a building/location - ie... a beergarden
 - \$250.00 fee per beergarden is new this year
 - In lieu of cost of insurance and TPD fees
 - The cost was previously absorbed by SABD
 - AOA Planning Team is approving and denying beergardens based on location/size/fits into footprint
 - We need a 20 ft fire lane on either side of the street
 - We need more cops to remove cars from streets earlier to allow for vendors to set up their spaces

- Busking stage -
 - There will be one stage
 - Location TBD - have to determine location of all stages first - hopefully it will be located in a quieter area
 - This stage will not be booked out
 - Open platform available to community - acoustic guitar, comedian, etc
 - Will be monitored - “Big Hook”
 - Performers will sign two performances out
- AOA committee meets every Thursday at 7:00 pm in the Post Office on A St.
 - We need your input and participation
 - Small attendance - why is the forum not being utilized?
 - Angie Lokotz will email meeting times to people a week before
- Points of note
 - We are providing more portapotties this year
 - People utilized businesses more for bathrooms than sales
 - Marketing is a big deal for your businesses
 - Use AOA to enhance your marketing
 - We want growth on the Ave
 - If business say, “Nobody bought anything”
 - Presence is as much about recognition as about the sale
 - Loss leader - making an impact so they’ll come back later
 - There are promotions options
 - We need volunteers - reliable bodies
 - The day before and day of event are most important
 - Trash cans were an issue last year because high schoolers that were volunteers didn’t want to empty them
 - A map of the ave will be broken down by colors and zones for facilitation of sending volunteers to certain areas
 - Consideration of volunteers from UPS fraternity/sorority members will be taken by SABD and UPS Administration
 - Frat/Sorority members have service requirements
 - Vendors need to check in - we can’t give them a spot before hand - they bypass the AOA staff and will head in without checking in with staff first if we give them an assigned place beforehand
 - Last year there was a delay due to mismarking stalls and not abiding by the space marked
 - Brick and mortar buildings are a priority - vendor booths are second
 - Priority is given to a booth associated with a business to be in front of the business
 - Business types will be spread out up and down the Ave based on availability... ie... An ice cream stand won’t be in front of Ice Cream Social
 - AOA will monitor noise caps for generators

- We can't hire drones to count people at an event
- Stage location
 - Businesses will be getting a schedule for the bands based on stage name first and then who is on the stage
 - The stage/band schedule will be out by first week of June
 - Stages in same spot - one booth a little further down to get more attention down by Alder
- There is no recommendation for parking - we have no good answer

Tacoma City Council Member Anders Ibsen

- The ordinance regarding sales of marijuana is the biggest issue that council has resolved - Ordinance in place in June
 - 500 ft rule is retained
 - All new licensed stores are required to have a medical endorsement
 - We are maintaining a cap of 16 stores in tacoma for WA State Liquor Control Board
 - There is also a municipal cap of 16 stores, if the state increases the limit of stores per city - If the state limit goes up we can go up as well
 - Requirement for residency has not been waived so out of state supply of marijuana will be an issue
 - 2 stores on the Ave are legal
 - TPD says there are 100 unlicensed stores in the city - City has authority to shut them down
 - The stores weren't shut down before because of a balance of issues - now the laws are more enforceable - state laws were previously in infancy
 - Selecting who is awarded a business license to sell marijuana will be a lottery
- "Click" engagement committee
 - The City is maintaining public control
 - We have planned big strategic investments
 - Citywide wifi
 - Gigabyte upgrade for broadband
 - Fiber optics
 - Business model is a wholesale model currently - not retail
 - We don't sell it ourselves
 - Can be cheaper with more control
- City budget
 - This City operates on a biennial budget - every 2 years
 - We are in an odd year so review is this year
 - Police force is down 60 officers - crime on uptick
 - It is still early yet - the Council will get budgets from different departments in mid to late summer - suggestions are appreciated earlier

Experience Tacoma | Kayla

- People are navigating to experiencetacoma.com because of the web address
- The event calendar went stale
 - Changes will be occurring on the website to keep the site refreshed
- Updates for AOA can be posted
- Background stories for businesses will be highlighted

Trinity Presbyterian Church | Harlan Shoop

- Seeking to engage community to help restore building
- Creating a listening project because they want to do something with building
 - What's important in community?
 - Clothing bank
 - Soup Kitchen
 - Free Health Clinic
 - Tutoring with Jason Lee
 - Are all these needed?
 - What do you love in this community? What are the needs?

Crescent Moon Fairy Fest | Julia

- Saturday, May 21st, 2016 - 10:00 am - 7:00 pm
- Public community event - local, handcrafted items for sale
 - 4000 people showed up last year - We expect a 25% growth this year
- One food vendor on site so there will be increased traffic at restaurants on the Ave
- Portapotties on site
- Need volunteers to set up and load out

TacomaRocks | Adam

- Look for an up and coming website that connects community
- Currently on Twitter

Tacoma Central Neighborhood Council | Charles Mann

- Meets the 1st Thursday of every month at Tacoma Nature Center on S 19th St & Tyler
- The organization operates out of the church at S 12th St and MLK
- Get your business name out there

Meeting adjourned 10:45