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

Introductions

Move to Approve Minutes | Casey Cowles/Nick Fediay | 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 | Al 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
- **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