

# Lafayette Square Area Coalition Meeting

**Date: February 26, 2008**

**Time: 5:30 PM**

**Location: Westview Healthplex Sports Club**

Meeting called by:	Mary Clark	Type of meeting:	Coalition Meeting
Facilitator:	Mary Clark	Recording Secretary:	Sue Ann Silva

Guest Speakers: Nick Weber, Deputy Mayor for Economic Development  
Tony Macklin, Central Indiana Community Foundation

## Agenda

### Call to Order: **Mary Clark**

Discussion: The February 26, 2008 meeting of the Coalition was called to order by the Board President, Mary Clark.

### Approval of Minutes: **Mary Clark**

Discussion: Board President, Mary Clark presented the November 27, 2007 and January 29, 2008 minutes for approval. Mary Chalmers made a motion to approve the minutes as written. Bob Snelling seconded the motion. The motion was carried and the minutes were approved.

Action items: N/A

Person responsible:

Deadline:

### President's Report: **Mary Clark**

Discussion: The general meeting of the Coalition opened with Board President, Mary Clark asking everyone to continue their commitment to the Lafayette Square Area by continuing to support area businesses and residents by shopping in the area and supporting area events and organizations. Please support the new Garden Ridge store that opens on the 28<sup>th</sup> of this month. Do not forget to support the old businesses as well.

Broadbent has generously presented the Lafayette Square Area Coalition with a \$1,000 check.

Please mark your calendars for *Keep Indianapolis Beautiful* which runs from April 5<sup>th</sup> through October 29<sup>th</sup> of this year.

The Board is aware that the banners are in need of repair. The issue has been addressed with Flag & Banner, who will pick up the banners and make the necessary repairs.

Ms. Clark introduced Amanda Royalty, Marketing Director for the Lafayette Square Mall. Judy Donner moved to accept Amanda Royalty as a member of the Board of Directors. A brief discussion was held. Bob Snelling seconded the motion. The motion carried.

Action items: Attend the grand opening for Garden Ridge on 2/28/08.

Person responsible: All

Deadline:

**Central Indiana Community  
Foundation:**

**Tony Macklin**

Discussion: Mr. Macklin conducted an overview presentation of the Eleven Principles for Creating Great Community Places, which was adapted from PPS's *How to Turn a Place Around*, published in December of 2000. Project for Public Spaces (PPS) identified 11 key elements in transforming public places into vibrant, successful community places. The key elements are:

**I. The Community is the Expert** - There are people within your community who can provide valuable insights into how the area functions. They have a historic understanding of the critical issues and what is meaningful to the population of the area. Gleaning from this information will help create a sense of community ownership.

**II. Create a Place, Not a Design** – A design will not be enough to create a great place. To make a place vital, you must include physical elements that make people feel welcome and comfortable. The goal is to create a feeling of connectivity to the adjoining community and also presents a comfortable image.

**III. Look for Partners** – Partners are critical to the future success and image of a public space improvement project. They are invaluable in providing support and getting a project off the ground.

**IV. You Can See a Lot Just By Observing** – Much can be learned from the successes and failures of other projects. Looking at how people are using public spaces and finding out what they like and don't like about the spaces is a great way to decide what to incorporate in your project. But it does not end there. Once the project is completed, continuing to observe how the space is actually used or not used will teach you how to better manage the space for continued success.

**V. Have a Vision** – Each community needs to develop its own vision based upon its own uniqueness. Bearing that in mind, some essentials to incorporate within your vision are creating a good image, making the space comfortable, creating a destination spot, and instilling a sense of pride in the people who live and work in the surrounding area.

**VI. Start with the Petunias: Experiment...Experiment...Experiment** – You cannot expect to do everything right from the beginning. The best public spaces begin with short term improvements that can be easily tested and improved upon over time.

**VII. Triangulate** – Triangulation is a process by which external stimuli create a link between people and promote communication. By combining different aspects of a design to work together in promoting interaction, you can create a stronger sense of community. More people will congregate in the space that provides them with more of what they need.

**VIII. They Always Say "It Can't Be Done."** – You will always encounter obstacles on your way to creating a great public space as it is sometime hard to see the broader picture. Professionals such as urban planners, architects, transit operators and traffic engineers all have their own definition of what is needed best as it relates to their job definitions and experiences. Starting with small scale community-nurturing improvements can help to overcome some of these obstacles.

**IX. Form Supports Function** – Knowing the function of the space will help to decide what form you need to take to reach your goal or vision for the space.

**X. Money Is Not The Issue** – Once you have formed the basic infrastructure, the elements (landscaping, flowers and seating) that are added will make it work. With the support of the community and the partners, the costs can be even less. The benefits that are derived from the project will also outweigh the cost to some degree.

**XI. You Are Never Finished** – Great public spaces need to be maintained, both physically and managerially, in order to grow with the community that they represent. You need to be flexible and able to address change when needed to support the continued success of the project/space.

When a place is used well, it attracts the positive and deters the negative. It becomes a place where people can come together safely, comfortably and with pride in their community.

Note: The 11 principles listed above are taken from meeting notes and are not the complete wording/instructions from PPS. Please contact Tony Macklin with Central Indiana Community Foundation for a more complete explanation or where you might get a copy of *How to Turn a Place Around*.

Action items: N/A	Person responsible:	Deadline:
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<b>Deputy Mayor for Economic Development: Nick Weber</b>		
<p>Discussion: Deputy Mayor for Economic Development, Nick Weber addressed the Coalition. For him, his position requires looking at development through the jobs and opportunities that flow from development. Jobs and opportunities help areas to grow and prosper. Two other areas have been assigned to him as well. The first is education initiatives and the second is cultural and place. Both are important in marketing the Lafayette Square Area and the City of Indianapolis. We can become destination stars.....tuning up for the future.</p> <p>Development of the area does not have to be a City only effort. You need to continue the great work that you have started by continuing to inspire and motivate the citizens of the community into action. Motivate them into supporting their community by active involvement. There are an amazing number of boards and committees for people to get involved. We are interested in finding people who are interested in this type of opportunity. He encouraged everyone to do their part and get involved in the development of their community. The Lafayette Square Area is a strong corridor for the City with great potential. We will work together to make a better place to live, work and play, but it is really community involvement that will help develop the area to its greatest level of success.</p> <p>He welcomed anyone to share their ideas with him or to call upon him for input.</p>		
Action items: N/A	Person responsible:	Deadline:

<b>Finance Committee Report: Bob Snelling</b>		
<p>Discussion: Board Member and Finance Committee Chair, Bob Snelling reported miscellaneous expenses for the period of \$955.53. The current checking account balance is \$37,048.41. If anyone has any questions, you may contact him after the meeting or via the Lafayette Square Area Coalition Website @ <a href="http://www.lafayettesquareareacoalition.org">www.lafayettesquareareacoalition.org</a>.</p>		
Action items: N/A	Person responsible:	Deadline:

<b>Bylaws Committee Report: Mary Chalmers</b>		
<p>Discussion: Board Member and Bylaws Committee Chair, Mary Chalmers made the report. The restructuring and review of the bylaws is almost complete. If you are interest in assisting or have comments that you would like to share, please contact her via the Lafayette Square Area Coalition Website @ <a href="http://www.lafayettesquareareacoalition.org">www.lafayettesquareareacoalition.org</a>.</p>		
Action items: N/A	Person responsible:	Deadline:

<b>Events Committee Report: Mary Chalmers</b>		
<p>Discussion: The 2007 <i>Taste the Difference</i> event was a great success for the Coalition. The Events Committee is now in the process of regrouping and recapping all the data from the event. They will take what they have learned and apply it to the 2008 <i>Taste the Difference</i> event.</p>		
Action items: N/A	Person responsible:	Deadline:

<b>Land Use Committee Report:</b> Mary Chalmers		
Discussion: The Land Use Committee has orchestrated a meeting of community developers, business property owners and local dignitaries. The meeting will take place on Tuesday, April 8 at 5:00 P.M. Some of those who will be in attendance are Ashkennazy, Broadbent, Sandor and Center West. Ms. Chalmers will give an update at the April Coalition meeting.		
Action items: N/A	Person responsible:	Deadline:

<b>Membership Committee Report:</b> Brooke Dunn		
Discussion: Coalition Member and Membership Committee Chair, Brooke Dunn addressed the Coalition. Anyone who is interested in serving on the Membership Committee, please contact her via the Lafayette Square Area Coalition Website at <a href="http://www.lafayettesquareareacoalition.org">www.lafayettesquareareacoalition.org</a> . If you know of anyone you think would be interested in becoming a member of the Coalition, please bring them to a meeting, have them visit the website or contact her via the website. Additional members are always needed.		
Action items: N/A	Person responsible:	Deadline:

<b>Public Relations and Marketing Committee Report:</b> Judy Donner		
Discussion: Board Member and Public Relations and Marketing Committee Chair, Judy Donner reported that the next committee meeting is scheduled for Thursday, March 6, 2008.		
Action items: N/A	Person responsible:	Deadline:

<b>Website Committee Report:</b> Mark Killgo		
Discussion: Board Member, Mark Killgo informed the group that the LSAC's domain name is now under the Coalition's control once again. Although the website is functioning quite well, Mr. Killgo asked for volunteers to serve on the Website Committee. In order to continue the level of success that has been obtained, more hands are needed to maintain the website.		
If interested in joining the Website Committee, please contact him after the meeting or by e-mail through the LSAC Website at <a href="http://www.lafayettesquareareacoalition.org">www.lafayettesquareareacoalition.org</a> .		
Action items: N/A	Person responsible:	Deadline:

<b>Crime Prevention Committee Report:</b> Mark Killgo		
Discussion: Please visit the LSAC website for meeting times and come participate. The Crime Prevention Committee and Weed and Seed are doing some amazing things to make our community a safer place to live, work and play.		
If interested in joining the Crime Prevention Committee, please contact him via the LSAC Website at <a href="http://www.lafayettesquareareacoalition.org">www.lafayettesquareareacoalition.org</a> .		
Action items: N/A	Person responsible:	Deadline:

**Business Spotlight Drawing:****Mary Clark**

Discussion: The following names were drawn to spotlight their businesses at the upcoming March 25<sup>th</sup> meeting of the Coalition. Karen Bush of Flag & Banner, which is located at 5450 Lafayette Road, will have an opportunity to speak about her business. Also in the spotlight will be Lara Bates with Kahn enterprises, LLC. Kahn Enterprises is located at 6747 Gunnery Road.

Action items: N/A

Person responsible:

Deadline:

**Eagledale Neighborhood Association:****Margaret Arthur**

Discussion: The Eagledale Neighborhood Association is sponsoring an Easter Egg Hunt on Saturday, March 15<sup>th</sup> at Bowman Park. The event will start at 11:00 A.M. and end at 1:00 P.M. I.M.P.D. and the Fire Department will be there. Weather permitting there will be a horse patrol and a nature trailer. And, of course, the Guest of Honor will be the Easter Bunny.

Event fliers are available at the information table. Please pick one up as you leave the meeting tonight.

Action items: N/A

Person responsible:

Deadline:

**LSAC Upcoming Meeting:****Mary Clark**

Discussion: The next general meeting of the Lafayette Square Area Coalition is scheduled for Tuesday, March 25, 2008. The meeting will begin promptly at 5:30 pm.

Action items: N/A

Person responsible:

Deadline:

**There being no further business the meeting was adjourned at 6:37 PM.**