

Lafayette Square Area Coalition Meeting

Date: November 27, 2007
Time: 5:30 PM
Location: Georgetown 14 Cinema

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

Guest Speakers: Kent Smith, City Councilor At-Large Henry Kurkowski, eWireless

Agenda

Call to Order: **Mary Clark**

Discussion: Board President, Mary Clark welcomed everyone to the meeting and reminded everyone that we need to support the Lafayette Square Area. For first time attendees, Ms. Clark explained that the Coalition was formed to support and promote the Lafayette Square Area. This is accomplished by spending our money in the area, supporting area events and finding ways to improve the area.

Action items: N/A

Person responsible:

Deadline:

Community Activity: **Mary Clark**

Discussion: Coalition members will be receiving an e-mail regarding Steak n' Shake. Steak n' Shake is having a promotion on December 4th, from 4:00 PM until 9:00 PM in support of Breakfast with Santa. Please show your support by eating at the 38th Street location or 71st Street and I-465 on December 4th between the hours of 4-9 PM. You will be giving your support to a great cause and to your community.

Macy's coupons are available for those who promise to use the coupon at the Lafayette Square Macy's. The coupon is valid thru December 4th.

Action items: N/A

Person responsible:

Deadline:

Taste the Difference: **Mary Clark**

Discussion: In the absence of Mary Chalmers, Mary Clark reported on Taste the Difference. It was a wonderful kickoff with fabulous free food. The restaurants went all out in preparing for the event and are to be recommended for their efforts. Attendees could eat as much as they wanted from a variety of ethnic foods.

Held at the Georgetown Cinemas 14, the kickoff was very well attended. In fact, it was so well attended that the Board has discussed doing it again in April 2008. So stay tuned for more information to follow.

Action items: N/A

Person responsible:

Deadline:

eWireless:

Mark Killgo, Henry Kurkowski and Jim Johnston

Discussion: Board Member, Mark Killgo began by noting that the Lafayette Square Area Coalition Board of Directors has been in discussions and negotiations in pursuit of a wireless internet connection for the area. Being in the computer business, this is a something very near and dear to his heart. In order to bring the Coalition Members into the loop, the Board has invited eWireless to speak about this very exciting project and what it can mean to the area. Mr. Killgo introduced Henry Kurkowski and Jim Johnston to the Coalition.

Mr. Kurkowski, one of the founders of eWireless, took the floor. eWireless owns and operates the largest free wireless hot spot in the greater Indianapolis area. There are large hot “zones” like Monument Circle, the Arts Garden, Broad Ripple and Fountain Square. There are smaller hot “spots” that we work with such as apartment complexes, office complexes, independent restaurateurs and restaurant chains. Ruth Chris Steakhouse and the Hard Rock Café are two that utilize our service.

The way the system works is that it is free to the end user. But they do have to register and agree to the terms of service each time they log in. Once they log in and setup their user name and password, they can use that same name and password across the network. In other words, they can use that same name and password at any other location that eWireless has in the area. Once they log on, they are given a list of those locations and/or businesses along with any information related to that business. It gives them access to the location’s website, business hours, events, gift cards, special services, etc. It becomes a very valuable marketing tool for each participating location to deliver targeted information.

In our meetings with the Coalition’s Board of Directors, we have discussed using our services to create one large anchor zone. Then augment that with smaller hot spots throughout the area to help attract a certain demographic of people to the Lafayette Square Area and the surrounding community. Because we track everyone who logs in, we know the demographics that use this type of service. They are usually college age people, young professionals and mobile professionals with disposable income. As WI-FI comes along and proliferates, these demographics are using more than just their laptop to connect to the information highway. And, they need locations that allow them to use the latest technology thus providing them immediate access to information.

Wireless communication is a line of sight technology so the topography of the anchor zone will determine how large an area it will cover. Then that area is augmented with smaller hot spots until it becomes what is referred to as a WI-FI “cloud”. So a user would be able to reach a free hot spot within just a few minutes.

As stated earlier, the service is free to the user. Each participating business (hot spot) would be required to pay a \$55 per month maintenance charge, which covers repairs, replacement, support and marketing materials. If the equipment breaks down, they would make the necessary repairs or replace it.

Jim Johnston commented that e-Wireless has about 40,000 registered users on their network. That is 40,000 people using their network every month. When they are planning a meeting or looking for a place to eat, etc., they search for a place where they can connect to the service. According to Mr. Kurkowski, they are growing at a rate of 250-350 new users per week.

It really does help to attract a good demographic of people to the individual businesses and the surrounding community. The idea is to first bring them into the area and connect them to the information they need. Where the end user sees it as free WI-FI, the host sees it as a way to connect them to information about area shops, businesses, services and other activities. The longer you can keep them in the area, the more likely they will spend more of their disposable income in your community. So it is a win-win situation.

Action items: N/A

Person responsible:

Deadline:

City Councilor At-Large:**Kent Smith**

Discussion: Board Member, Clint Fultz introduced our soon to be Councilor At-Large, Kent Smith. Mr. Fultz, on behalf of the LSAC Board of Directors, invited Mr. Smith to speak to the Coalition. The Board envisioned this as an opportunity for not only the Coalition to get to know Mr. Smith, but for him to get to know the Lafayette Square Area Coalition. So anything the Coalition can do to inform him of their goals for the area the better. As Vice-President on the majority side of the Council, Mr. Smith will be in not only a very powerful position, but one to understand what the Coalition is trying to accomplish and to make their voice heard.

Mr. Smith stated that he is familiar with the area because he grew up in the area. Positive things are happening within the community, which is making the area more welcoming to businesses and residents and, that needs to continue. Together we have the ability to make even more positive things continue to happen, but we need to learn how to use the laws to make it happen. He can see the overall plan, but the Coalition's voice needs to be heard, in order to know what is needed in the area and to be able to address the area's concerns.

Regarding press releases, Kent Smith commented that you need to make sure that you send them to everyone. You need to put together positive things and get them out there to lessen the effect of any negatives while allowing yourself and your supporters time to fix them. He would be willing to assist with getting the press releases into the right hands if need be. Along the same lines, one of the greatest marketing tools at your disposal, according to Mr. Smith, is the "call 10 people" tool. If you have an ideal or positive news to share and you really believe in it, call 10 people. If everyone within the group calls 10 people, the word will reach the larger community.

On the subject of crime, the area wants good law enforcement and needs a good police department. But no matter how strong and creditable the policing agency strives to be, it will only be as effective as the community it works for. The citizens of the community are committing the crimes so the community must get involved to stop the criminal element.

The Coalition is striving to improve the Lafayette Square area by weeding out the bad influences and accenting the positive. By bringing acceptable businesses and services into the area, the Coalition can create more advantages for its residents and its youth. Supporting clean, healthy activities for the youth in the community will have a strong impact on crime. Mr. Smith commented that criminals represent their own power level with our children. The community has to diffuse that power and replace it with activities and influences that build strong character. It is not just about the crime, but about building a better community that offers advantages to its citizens.

Board President, Mary Clark concluded by stating that we are in this together. It is not about politics, but about what each of us can do for the area by utilizing our own skills and positions. It should not be about partisan politics. What the Coalition wants is to know that he and the City are behind the efforts of the Lafayette Square Area Coalition. It should be about the community and its people first and above most.

Action items: N/A	Person responsible:	Deadline:
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Georgetown Cinema 14:**Mary Clark**

Discussion: On behalf of the Coalition, Board President, Mary Clark thanked Georgetown Cinema 14 for the use of their facility to conduct this month's meeting. The facility where we normally conduct our meetings is having some remodeling done. She commented on how spacious the theater is and suggested that everyone support the theater. For those who have not visited the theater before tonight, please note the stadium seating and that each ticket comes with a free popcorn and drink.

Action items: N/A	Person responsible:	Deadline:
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Other Business – Wal-Mart**Joe Stephenson**

Discussion: Joe Stephenson spoke on behalf of Wal-Mart. Approximately 4,000 applicants showed up for the hiring process. They have a great staff and the building is nearing completion. Wal-Mart is about the community and the Wal-Mart Foundation offers grants in support of the community. If you know of someone or a group that you think Wal-Mart might be interested in supporting, please contact the Wal-Mart Foundation.

Action items: N/A

Person responsible:

Deadline:

Other Business – Clothe the Child**Donna Forbes****Program**

Discussion: The Indianapolis Police Department has conducted the Clothe the Child Fundraiser for approximately 22 years. Police officers and citizens alike have taken it upon themselves to bring Christmas to needy families over the years. Because of the recent merger, they are raising funds for 60 families this December. The Outback Steakhouse is offering lunch for \$15.00 on December 11. Lunch will include a drink, steak, chicken, fries, salad and cheesecake. The great news is that 100% of the proceeds will go to the Clothe the Child Program. For those who are interested, there are fliers at the door with times, location, etc.

Action items: N/A

Person responsible:

Deadline:

Finance:**Bob Snelling**

Discussion: Board Member. Bob Snelling began by stating that the expenditures over the last two months totaled \$2,627.79. The Coalition received \$5,160, \$5,000 of which came from the GINI grant for *Taste the Difference*. The Coalition has spent \$843.24 of the grant money for brochures, advertising, printing, etc. A \$1,500 invoice for fliers is pending. Including the pending invoice for fliers, the expenditures for Taste the Difference total \$2,343.24. The credit balance on the grant is \$2,656.76. The Coalition's current bank account balance is \$24,364.99.

Action items: N/A

Person responsible:

Deadline:

Website:**Mark Killgo**

Discussion: Board Member, Mark Killgo reported that the Lafayette Square Area Coalition website is working extremely well. He invited everyone to visit the website.

Action items: N/A

Person responsible:

Deadline:

Crime Prevention:**Mark Killgo**

Discussion: At a recent meeting of the Lafayette Square Area Weed & Seed, Mr. Killgo became Chairman of the Steering Committee. Mr. Killgo spoke about the good things that are happening in relation to the Lafayette Square Area Weed and Seed program. The Committee is working on programs that will involve youth in positive activities. They also have money in the Weed and Seed account and are able to disperse it as needed to help prevent crime in the area. The police have been working very hard in the community and have made numerous arrests and conducted many stops.

In regards to the eWireless venture, he spoke of how great a tool it is going to be. It will not only be valuable for the Coalition and businesses, but will be a great asset in crime prevention. The community will have access to the Eagledale Lafayette Square Area Weed & Seed website, which will offer lots of information on where to go for various help.

Mr. Killgo congratulated soon to be City Councilor At-Large, Kent Smith. He stated that having a councilman from the area was a wonderful opportunity for the Coalition. It is a wonderful opportunity and a great time for the Coalition to grow and get a lot accomplished.

Action items: N/A	Person responsible:	Deadline:
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Special Thanks:**Judy Donner**

Discussion: Board Vice President, Judy Donner thanked Mark Killgo for all his hard work and dedication to the Weed & Seed program. The time he has spent and continues to spend is very much appreciated by the Coalition and its Board of Directors.

Action items: N/A	Person responsible:	Deadline:
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LSAC December Meeting:**Mary Clark**

Discussion: Due to the holidays, the Coalition will not meet during the month of December. Regular meetings will resume in January 2008.

Action items: N/A	Person responsible:	Deadline:
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There being no further business the meeting was adjourned at 6:32 PM.