

Lafayette Square Area Coalition Meeting

Date: October 30, 2007

Time: 5:35 PM

Location: Westview Healthplex Sports Club

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

Guest Speakers: None

Agenda

Call to Order: Mary Clark

Discussion: Board President, Mary Clark welcomed everyone to the meeting. She stressed the need for everyone present to support our community. It is very important that everyone attends the meetings and area events to show that we care and believe in the Lafayette Square area. At the last meeting she asked that everyone support three area businesses for their special events. The businesses included Steak & Shake, Macy's and O'Charleys. Coalition attendance was not as large as it should have been. If we believe in the Lafayette Square area, we need to show it by supporting the area businesses.

The Coalition wants businesses like Computer Overdrive, Steak & Shake, O'Charleys and Macy's to stay in the area, but they cannot stay if we do not support them.

Ms. Clark also took a moment to recognize one of our business members, Flowerama. Their store location at 38th and Lafayette Road placed in the top ten of their corporation's chain.

It is very important that we support the upcoming Taste the Difference event in support of our community. We have to show that we care and are behind our area businesses.

Action items:	Person responsible:	Deadline:
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Broadbent: Mary Clark

Discussion: Mary Clark met with the owners of Broadbent as they were leaving the Long Star Steak House building. They mentioned that someone is planning to build a brand new building at the old Cheddars location. Broadbent will make an announcement in the very near future regarding businesses that will be coming to the Lafayette Square area. The business names cannot be disclosed at this time.

Ms. Clark was very happy to announce that Broadbent has recognized the efforts of the Lafayette Square Area Coalition and is planning to give some money to our organization.

Action items:	Person responsible:	Deadline:
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Business Spotlight – Sandor Development:

Mary Clark

Discussion: The Sandor Development representative did not show. As a result, no particulars regarding Sandor were presented at the Coalition meeting.

Action items:

Person responsible:

Deadline:

Indiana Math and Science Academy: Mary Clark

Discussion: The meeting attendees were reminded that the Indiana Math and Science Academy was looking for people to serve on their Board of Directors. They specifically want someone from the Coalition to become a member on their board of directors. Mark Hackett is considering the opportunity and, anyone else who is interested should contact Indiana Math and Science Academy Board of Directors directly. It is a wonderful opportunity to serve the community.

Action items:

Person responsible:

Deadline:

Community Activities:

Mary Clark

Discussion: The next Eagledale Neighborhood Association meeting is on November 1st at 6:00 PM. They would like for a member of the Coalition to attend. The meeting will take place at the Eagledale Library. Plan for the meeting to last an hour.

Please note that the hearing regarding the strip mall located at 38th and Lafayette Road has been postponed until 1:00 PM on November 15th at the City-County Building. It was suggested that a letter be sent to the attorney/court regarding our expectations for the area. The attorneys for the strip mall will also be speaking at the Eagledale Neighborhood Association meeting on Thursday, November 1st.

Action items: Send a letter to the attorney and/or court stating our concerns and expectations for the strip mall and its surrounding area.

Person responsible: Mary Clark

Deadline: ASAP

Marketing and Public Relations Committee:

Mary Clark/Judy Donner

Discussion: In order to move forward, the Coalition needs to really get the Marketing and Public Relations Committee positions filled. The Board is looking for a Committee Chair and additional members to serve on the committee. If you are interested in serving as the Chair or just want to join the committee, please see Judy Donner after the meeting or email her via the website. Please note that the Committee Co-Chair is Lisa Patterson.

Action items:

Person responsible:

Deadline:

Land Use Committee:

Cynthia Bowen

Discussion: Board Member, Cynthia Bowen reported that the goal and mission of the Land Use Committee is to create change, bring new businesses to the area (assisting them with location) and also to enhance and beautify the Lafayette Square Area. One of the things that the committee has been working on is updating the Lafayette Square Area Plan, which was originally put together in 1999 by the Department of Metropolitan Development. The Land Use Committee’s revised Lafayette Square Area Plan will be submitted as part of the grant application process. Additionally, the committee has worked with IUPUI and they have prepared a market analysis. The market analysis tells us what types of businesses are in the area and what types of businesses are lacking (that we need to bring into the area). A survey was taken to discover who is shopping in the area, why they come here to shop and how many multiple shopping trips they make in a given time.

The Land Use Committee, which meets on a monthly basis, has a strong working relationship with the Mayor’s office and the Department of Metropolitan Development. We have several of their staff members who attend our meetings and work with us on the plan, which has resulted in the creation of a Land Use Map. The map gives the city guidance for where we want to develop and re-develop. It shows the need for extension of the bus system, safe and accessible sidewalks, a possible community center, possible water park, etc. It helps to address the beautification of sidewalks, lighting and landscaping.

The next step in the process and what the Land Use Committee is concentrating on now is going through the plan to update and reestablish the goals. Once the goals are established, they will be presented to the Coalition for input from its members. It’s important that the business owners, residents and leaders in this area approve the direction that we are going. In order for this to be successful, we have to have a strong coalition to continue to support our goals and be willing to be vocal in their support.

The Land Use Committee is also looking at partnering with PTRA (Pike Township Residents Association) to really solidify the direction we think our neighborhoods need to go with the actions of what the PTRA does in terms of reviewing the development plans and providing feedback. It’s an exciting time for us and the future is really in our hands. We can re-craft and reshape what direction we want to take in our development. Ultimately, when we get this plan done and when it is adopted, we utilize these types of things to submit for grants. It shows the City of Indianapolis that we are dedicated to changing our community and dedicated to making a positive impact where we live. They provide the monetary resources in helping us meet our goals so this is a very important step in the process of getting where we want to be.

Ms. Bowen agreed to give the latest plan analysis and map to Mark Killgo, who will place the information on the website. That will give everyone the opportunity to review the information. If you have any questions, please contact Ms. Bowen via the Lafayette Square Area website.

For those who would like to attend the meetings, they meet every third Wednesday at 7:00 AM at Le Peeps.

Action items: Send plan analysis and map to Mark Killgo.

Person responsible: Cynthia Bowen

Deadline: ASAP

Membership:

Brooke Dunn

Discussion: Coalition Member, Brooke Dunn reported two new members with a possible third joining. If anyone is interested in joining the Lafayette Square Area Coalition, please see her after the meeting or contact her via the website. The Membership Committee has been working with Board Member, Bob Snelling on membership dues. Membership dues will be due on an annual date going forward so that invoices will go out once a year.

Action items:

Person responsible:

Deadline:

Taste the Difference:

Mary Chalmers

Discussion: Less than two months ago we had an idea to hold an event that would bring people into the area to eat and shop. From that idea came Taste the Difference and, in less than two months, we have these incredible posters and brochures both in English and Spanish. We have an Imagine Grant from GINI (Great Indy Neighborhood Initiative). GINI was thrilled with the project and very helpful in expanding its reach, which now includes 16 restaurants offering lunches and dinners during the Taste the Difference, which runs from November 13th through November 18th. You can buy lunch for \$7.00 or under and dinner for \$15.00 or under. It's posted on the website and has made it on a blog or two. Judy Donner has done a great job of putting it into calendars. It provides us with a great opportunity to invite friends out for dinner and expose them to what our area has to offer.

The Coalition has partnered with the Great Indy Neighborhood Association and LISK to plan a kickoff event, which will be on Monday, November 12 at the Republic Georgetown 14 Cinema from 5:30 PM – 7:00 PM. The event will celebrate the hard work and achievements of the six GINI grant winners as well as the Imagine Grant recipients. Several of our area restaurants will be showcased at the event, which will provide attendees a chance to sample various foods in advance.

Media coverage is expected for not only the kickoff event, but to continue throughout the week for Taste the Difference. Ben Davis High School's media department is going to create a documentary regarding Taste the Difference. It will also include the kickoff at the theatre. Board President, Mary Clark has already been interviewed by the *Indianapolis Star*. The article will appear in the October 31st paper, which is tomorrow. The *Indianapolis Recorder* is also planning on covering the event and Radio Latino has already been promoting the event.

The Imagine Grant requires that the event engage the community. With that in mind, there will be several recorders and at least one storyteller following the event for the full week. They will be responsible for documenting the event both in words and pictures. They will talk to people and get their feedback regarding the event. There will also be a survey for people to fill out in an effort to find out what they thought about the restaurant, to educate them about the Coalition and to see if they have any interest in being involved in the area.

Once the event is done, we will schedule meetings to review the pictures and information. From that we will develop documentation to present to GINI, who is working with IUPUI to digitize their library to make it accessible to the larger world beyond the university. They will become the storehouse and access point for all of the stories and pictures that are going to be put together.

It has been absolutely amazing to see this event come together and to witness the partnerships that have been created through the process. Some of those partners, to name a few, are National City Bank, Georgetown Market, Georgetown Cinema, Radio Latina, Westview Medical, Computer Overdrive, Imagine and GINI.

Vice-President, Judy Donner provided posters and brochures for everyone to take and post in various businesses.

Action items:

Person responsible:

Deadline:

Taste of Pike:

Mary Clark

Discussion: The Taste of Pike event has been put on hold for now due to the hectic schedule of those involved in putting the event together. More information will follow at the next Coalition meeting.

Action items:

Person responsible:

Deadline:

Business Spotlight Drawing:

Mary Clark

Discussion: The Board President asked the attendees to drop their business cards in the basket as they leave the meeting.

Action items:

Person responsible:

Deadline:

Website:**Mark Killgo**

Discussion: Board Member, Mark Killgo announced that the website is now automated regarding membership information and meeting minutes. In addition, the domain is now controlled from Computer Overdrive. Events can now be posted on the website, but must be approved by the Board of Directors before posting.

If you are a business member, please contact him about posting your information on the website. Being able to post your company name and logo are part of the benefits of being a Coalition Member.

Please note that the Taste the Difference event is posted on the website in English and Spanish.

Action items:

Person responsible:

Deadline:

Crime Prevention:**Mark Killgo**

Discussion: Mark Killgo has attended several Weed and Seed meetings. Very positive things are transpiring. However, no one has contacted him about helping or becoming involved on the crime prevention side of Weed and Seed. Please contact him. He needs some help and additional input to move things forward.

Action items:

Person responsible:

Deadline:

Youth Center Vision:**Mary Clark**

Discussion: A meeting will immediately follow the LSAC meeting to discuss the "vision" of a youth center in our community. For those who are interested, please stay for the meeting, which will begin at 6:30 PM.

Action items:

Person responsible:

Deadline:

November Coalition Meeting:**Mary Clark**

Discussion: The November meeting of the Coalition will be held on Tuesday, November 27, 2007.

Action items:

Person responsible:

Deadline:

There being no further business the meeting was adjourned at 6:33 PM.