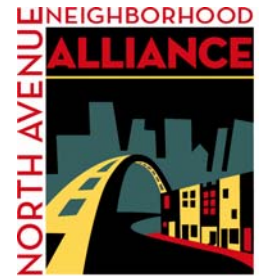


NEIGHBORHOOD PLANNING DISCUSSION
MEETING NOTES - APRIL 20, 5:00-7:00PM



Intro and Welcome

Michael Phillips, Vice President, Business Banking, National City Bank

North Avenue Neighborhood Alliance Updates

Presented by: Meg Miller, Alliance Founder, East Tosa resident and Ed Haydin, East Tosa resident

- Since 1991, various associations and groups have successfully increased the vibrancy and sustainability of this area – in 2007, the North Avenue Neighborhood Alliance was established as a grass-roots coalition of residents, business and property owners and elected officials who are committed to encouraging and advocating for economic sustainability and growth in East Tosa.
- To succeed in any endeavor, we must acknowledge that the relationship between the East Tosa commercial district and surrounding neighborhoods is symbiotic.
- The goal of this meeting is to discuss how best to sustain an enduring, committed focus to achieve our vision for East Tosa
- Based on 2007 community survey, key areas on which to focus are:
 - Current Businesses and Commercial Properties
 - get them to work together and market collectively to the community to help with their success
 - some are run down and need some physical / aesthetic improvements
 - absent and/or delinquent property owners
 - Business solicitation
 - We need to focus on bringing in business that matches our shopping and dining needs
 - Not pedestrian and cycle friendly

Facilitated Group Listening Session

Facilitators: Michael Phillips, Vice President, Business Banking, National City Bank, East Tosa resident and Mary Perry, Wisconsin Department of Commerce, Division of Business Development

- What do we want?
 - Make it Better – like Brady or Bayshore
 - pedestrian friendly
 - unifying district thru attention
 - grant enhancement
 - a new sign welcoming you
 - bike friendly
 - niche shopping
 - business visibility thru signage and other means
 - tangible beyond study
- How can we accomplish this?
 - branding and public/private partnerships
 - marketing: coop ads, post cards
 - cross promotion
 - use vacant storefronts to advertise other businesses
 - Need focal Group- C.D.C
 - paid position important
 - Evaluate value of bid
- What are concerns?
 - volunteers cannot run this on their own/ sustain this org.
 - what can the city do? all tosa projects competing for the same money.
 - Burleigh triangle over E tosa – city has to prioritize
 - We have an eclectic mix
 - BRANDING: what is our neighborhood known for? We do not have an established brand.
 - Landlords commitment vs. biz tenants

Next Steps?

- Determine how to structure and fund a dedicated entity focused on advocating for current businesses and acting as a point person between businesses and the city, potential funding sources and resources to encourage commercial investment / financial support to support new development and/or renovation projects.
- Develop a marketing cooperative focused on collectively working to drive traffic to the area with one core focus area being the surrounding neighborhoods.

More Information

For more information about Shopping, Dining and Services available in East Tosa community or to learn more about the North Avenue Neighborhood Alliance, please visit <http://easttosa.org>.