



## The Washington Avenue District

### Superneighborhood Twenty Two

#### WASHINGTON AVENUE BUSINESS OWNERS MEETING MINUTES

MEETING DATE: Thursday, February 19, 2009

MEETING TIME: 3:00PM

Meeting was presented by SuperNeighborhood 22 (SN22), represented by:

Jane West – President, Superneighborhood 22 Council & Old 6<sup>th</sup> Ward

Tom Dornbusch – Vice President Superneighborhood 22 Council & Representative from Woodcrest

Patrick McIlvain - Superneighborhood 22 Council Special Events Chair & Representative from 1<sup>st</sup> Ward

Phyllis Thomason - Superneighborhood 22 Council Special Events Co-Chair & Representative Rice Military

Paul Nicosia - Super neighborhood 22 Council & Representative from Magnolia Grove

Business Owners:

Natalie Gundersen – Crew Health & Fitness

Dr. Tran – I-Vision

Denise McCaskill – Maui Wowi

Kimberly Murphy – Amish Craftsman

Kathy Raia – Raia's Italian Market

Erik Ibarra – Rev Eco Shuttle

Sandy Tran – Pagoda Bistro

Sammy Patrenella – Patrenella's

Mike Pitman – Star Pizza

John Rose – Rose Team Realty

Tony Reidel – Hickory Hollow

Agenda:

Greetings: by Patrick McIlvain and Paul Nicosia.

Presentation by Erik Ibarra of Rev Eco Shuttle ([www.gorevgo.com](http://www.gorevgo.com))

- Started business after using a Pedi Cab at a ball game downtown in 2007, which are not street legal
- Currently in Downtown and Midtown
- Provide short distance transportation for tips
- Believes in sharing customers with area businesses
- Has a program for swapping advertising with businesses on their shuttles and businesses display GoRevGo stickers in their windows.
- Looks to expand services in the SN22 area. The first foray will be with the "Catch the Wave" day on March 7<sup>th</sup>. Hours of operation will be 10 am to 10pm
- Future service to be Fri/Sat nights from 6pm to 2 am
- Expansion of service will be discussed after trial period.

Introductions of business's present: Paul Nicosia

- Paul lead the introductions and introduced Tony Reidel, (Hickory Hollow) as a business owner facilitator .
- Tony asked group what the common goals were;
  1. Make more money
  2. Newsletter, advertising and what's going on.
  3. Communicate what we do & who we are
  4. Communicate about common problems/issues
  5. Cross marketing between businesses
  6. Get information to the neighborhoods
- Tony asked what the common issues were;
  1. Crime
  2. Petty theft
  3. Parking
  4. Transit/Metro rail alignment
  5. Transient population
  6. Pan handlers
    - This issue could be handled by expanding the Civility Ordinance which is currently in affect in Downtown and Midtown.



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- Tom Dornbusch noted that our area is the only area around the Central business District (CBD) that does not have Management District. This type of group would typically handle physical improvement/beautification, security, lobbying for the area and advertising. To form this type of organization the group would have to have it approved by the state legislation and the City would appoint a board. The businesses would pay for the Management District.
- Tony then asked where do we go from here;
  1. Email Communications to customers with news & coupons
  2. Develop Branding campaign for the group, or adopt "Catch the Wave" – Need a presence
  3. Blogs on My Space, Facebook, Twitter . .
  4. Develop a loosely formed committee which would work with the SN22 Council
    - a. SN22 plans on supporting the group for 6months to a year with organizational tools and time.
    - b. Develop a Mission and Goals for the group.
    - c. Develop a plan to move forward from there.
  5. Sandy Tran will look into what is required for a separate website
  6. Eric Ibarra will assist with marketing
- Jane West mentioned that the group who developed the "Houston It's Worth It" campaign (HIWI) is willing to work with SN22 to develop an advertising campaign. This will require additional conversations.
- As requested by the group, below are the links to the SuperNeighborhood websites with further links to the area neighborhoods.

Super Neighborhood 22 - [www.sn22.org](http://www.sn22.org)

Paul will also work on getting a link developed on this page which will be for the businesses; this will be for announcement, meeting minutes and a list of contact information.

- Announcements:
  - March 7<sup>th</sup> - "Catch the Wave" event with the Eco Fair in Spott's Park from 1:00pm to 5:00pm. The map was delivered and handed out to the business representatives would advertised.
  - March 14<sup>th</sup> – Olivewood Cemetery Dedication Ceremony
- Next meeting to be on March 19<sup>th</sup> from 3:00pm to 4:30pm at Raia's Italian Market located at 4500 Washington Avenue. Parking is behind the building.

\* Don't forget to bring a friend, neighbor and/or another business owner! \*
- Adjournment – 4:30pm

**For more information, please call Paul Nicosia, at (713) 628-5113 or send an email to [egnpdn@msn.com](mailto:egnpdn@msn.com)**

It is our goal to build a sense of community spirit and pride for our area. Please join us, Superneighborhood 22, the businesses and residents of our community, as we strive to foster a climate of success by building a stronger awareness of and identity for Historic Washington Avenue.