



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 6th Ward

Tom Dornbusch – Vice President Superneighborhood 22 Council & Representative from Cottage Grove

Patrick McIlvain - Superneighborhood 22 Council Special Events Chair & Representative from 1st Ward

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

Business Owners:

Rudy Castillo – Allied Waste Systems

Jeff Masanola – The Lot

Denise McCaskill – Maui Wowi

Kimberly Murphy – Amish Craftsman

Kathy Raia – Raia's Italian Market

Richard Taylor – Right Turn Marketing

Luis Loyo – Reign bar

Kristina Keller – Blossom Yoga Center

Carlos Castro – Reign Lounge

Jaysen Clark – The Social

Sammy Patrenella – Patrenella's

Tiffanie Purvis – Texas Real Estate

betty heacker – Wabash Antiques & Feed

Tony Allman - Primeway

Cheryl Crider – Pearl Bar

Brian Price – Citizen Lounge

Bobby Rodriguez – Citizen Lounge

Oniel Kurup – Reign Lounge

Agenda:

Greetings: by Jane West and Paul Nicosia.

The Meeting was centered around a “Lessons Learned” discussion from this years “ Catch the Wave” event. There were many pro’s and con’s discussed. Below is a list of these;

- Pro's
 - People were excited about the event
 - The Mariachi's / performers re a good addition
 - There was business support for the event
 - Good to see area leaders in attendance
 - Good start to a branding campaign for the area
 - Develops a sense of community
- Con's
 - More planning & involvement needed
 - Get the word out better / Better marketing
 - Need more community support
 - There was some last minute organization
 - Not all businesses knew about the event
 - Should consolidate on Washington Ave. Maybe 1 or 2 sites
 - Low turn out
 - Little visibility on Washington Ave
 - Need more volunteers
- Conclusions
 - Start planning in advance
 - Get all businesses involved
 - Concentrate on 1 or 2 locations
 - Market the event
 - It is time for the businesses to become involved in the planning



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Create a Steering Committee

- Goals for future events
 - Westheimer Street Fair
 - White Linen Nights
 - SXSW
 - Parade
 - Banner District
- It is now time for this group to begin looking at setting up a committee structure so that The SN22 Business Owner's Committee can be run by the businesses. This will include identifying a Chair Person, Co-Chair, Secretary and any other officers that the group requires. A sub-committee to the "Catch the Wave" committee will also need to be identified in the next couple of months.
- As requested by the group, below is a link to the SuperNeighborhood website with further links to the area neighborhoods.
Super Neighborhood 22 - www.sn22.org
A link has been included on this page which is for the businesses; this will be for announcements, meeting minutes and a list of contact information.
- Announcements:
 - Next meeting to be on April 16th from 3:00pm to 4:30pm at James Craig Furnishings located at 4500 Washington Avenue. Parking is behind the building.
 - Adjournment – 4:30pm

For more information, please call Paul Nicosia, at (713) 628-5113 or send an email to 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.