

## **Downtown Economic Development Committee**

**August 27, 2008 - 9:00 a.m.**

**Bj's Deli**

**Minutes**

**Present:** Sally Custer/Buffalo Area Chamber of Commerce, Marilyn Groth/Book Break, Merton Auger/City of Buffalo, Pat Szarke/Szarke Law Office, Christine & Dan Husom/Buffalo Orthotics & Sole Comfort Shoes, Diane Veches/Renaissance West, Sue Olmscheid/Lillians, Rick Flaata/Coborn's, Toni Koch/Setterberg's, and Chris Fredrick/City of Buffalo.

► **City Update** - Mert stated that the HRA Board is still working with Coborn's and at this point they are waiting to hear back from Coborn's. Ray Mithun is negotiating with HRA to build some type of housing development in the downtown area. Mert said he would know more by next week. Gutter, curb and pavement work will begin soon on downtown streets. The City is also going to put a kiosk (map of the stores) where the pay phone is on the corner by Edward Jones. Mert introduced Chris Fredrick/City of Buffalo. Chris will be working on marketing plans to meet the needs identified in the McComb Group study including marketing to fill empty buildings in the Central Business District (CBD). Sue commented that Buffalo has one of the highest rental fees in the area. Rick mentioned that Coborn's had bought Simon Delivers and it will be called Coborn's Delivers. Toni asked if the City would put up a large billboard on Hwy. 55 advertising downtown. Chris has been looking into that. Mert said that the McComb Group will be speaking to the public in September about their survey results. Once the date is set he will notify Sally to publicize.

► **Joint Advertising Committee** - Sally talked about the group advertising plan that they were able to put together with The Drummer and said Suzanne (Chamber) went door to door handing out a letter about the program. Sue asked why the proposed ad publication dates were not on the occasional sale weekend. Sally responded that there are only 3 occasional stores in the downtown area and the committee wanted to create themes to advertise around specific events such as Valentines, Deer Opener, etc. Sally said she would double check the dates and make sure they are correct. Sally commented that she was surprised and happy that The Drummer was willing to offer a full color ad for \$38 per month.

► **Morrie's Ford Car Show** - Sally asked if everyone knew the downtown car show is on September 6 and they did. She reminded them to put together coupons/advertising aids for the bag that will be handed out to the car show participants. She said Morrie's is spending a lot of money to put this event on and was very appreciative that they would hold the event in the downtown area and how they had gone out of their way to give the downtown businesses free exposure.

► **Downtown Christmas Event** - Sally reported that a small group recently met to discuss creating a three day Christmas event on December 4-6, 2008. Her goal is to get all the businesses participating in some type of fun/festive event during that weekend. Pete Nelson has agreed to let Only Trains set up an electronic train in his storefront window. Pat suggested getting the BHS art students to paint the vacant windows. Rick said Coborn's could have their Taste of Food on that Thursday night and also a children's event on Saturday morning. Sally will check with Country Floral about getting horse drawn carriage rides. Sue asked to be on that committee. Sally asked everyone to be thinking about what they could do during that time and that Suzanne would be meeting with them one-on-one in the next month to get their response.

**Next Meeting - September 24, 2008**

**Meeting adjourned at 10:00 a.m.**

**Minutes submitted by Sally Custer.**