

WPB SSA #33  
Guide Development Committee Report  
May 2010

The Guide Development committee met at 8 a.m. on May 27 2010, at Caffè de Lucca. Present: Larry Griffin (Chair), Laura Weathered (Co-Chair), Daniel Dean, Eleanor Mayer, Dina Petrakis, Kirsten Hull, Suzanne Keers.

1. Larry reported that due to the backlog of projects (façade improvement, development endorsement team, and zoning initiatives) and the recent transitions at the WPB/Chamber offices, this committee will hold off on developing any new action items until the prior projects move forward.
2. Review of pending action items.

A. ACTION ITEMS RE: FAÇADE IMPROVEMENT PROGRAM.

- Business 101 session to be held on July 15 from 9 to 10 a.m. Potential locations include Chamber or a business that has had a rebate. (The green products business located at Ashland and Julian and Barry's Drugs are logical candidates. **Eleanor to organize with Dina.**
- Solicitation. Larry suggested that WPB recruit a student intern (paid or unpaid) to target a set of buildings that would benefit from façade improvements and solicit owners with upcoming WPB Resource Guide and info about the program specifically. Eleanor noted that the database created by Firebelly for the art in storefronts program may be helpful, as it includes photo. **Eleanor and Laura to coordinate whether we can engage an intern for this project by June meeting.**
- Web page. **Larry to follow up on enhanced façade rebate Web page in coordination with Eleanor.**
- E-mail campaign in anticipation of July 15 Chamber breakfast presentation. Kirsten suggested targeting landlords who could distribute info to their tenants. **Eleanor to coordinate.**
- EM to review past applications and search Internet for similar programs that WPB façade rebate applicants might also be eligible for, info to be posted to Web site no later than July 2010.

B. ACTION ITEMS RE DEVELOPMENT ENDORSEMENT:

- Eleanor to work with Jamie to revise project memo and assist in developing scorecards. Materials will then be circulated for second round of committee meeting for additional input.

- Committee members to continue thinking about potential members for the review panel. Possibilities include WPB program staff, WPB committee members, and external professionals.
- Discuss incentives (endorsement? Density bonus?), getting plugged into neighborhood development gossip at future meetings.

C. **ACTION ITEM: Eleanor to coordinate with Jamie and revise the “zoning memo” for aldermen.**

3. **Zoning/ development**. Laura reported on her meeting with new Alderman Joe Moreno.
  - A. At April meeting, Laura suggested the possibility of a pilot “live work re-zone” project of a limited scope as a proof of concept/ example. Paducah, KY’s program may be an example for this. Laura to provide research on this for future discussion.
4. **Transportation management agency**. Dan presented his proposal for a transportation enhancement district (a variant on early proposals for a transportation management agency). The potential components of such a program were explained in detail as were the precedents for these types of initiatives. Committee members discussed various concerns regarding implementation and overlap with other committees. Larry suggested that the materials be provided to the WPB Program Manager for review and that the reference materials provided by Dan be circulated to the committee for further discussion of these proposals.
5. Agenda for next meeting (June 18, 8 a.m., Caffè de Lucca):
  - A. Review action items and old business. Committee members to volunteer to take on certain research projects so Eleanor can focus on key initiatives.
  - B. Eleanor to provide progress updates on pending committee initiatives and loading zone audit project.
  - C. Provide Dina with application so she can become voting member of committee.
  - D. Future topic – tenant attraction programs for neighborhood vacancies.