In attendance: Marcy Huttas, Shelby Hastens, Michael Lofton, John Paige, Jessica Wobbekind (Managing Director), Michael Ashkenasi (SSA Program Specialist)

1. The committee discussed the Market Study printed pamphlet
   a. In terms of the audience, it seems now that the targeted audience is the business community (e.g. potential new businesses in the neighborhood), rather than the neighborhood at large. MA – an analogy would be how real estate agents market vacant commercial space. In this case, we would be advertising our whole community, instead of one commercial space...
   b. JW – The SSA Commission approved up to $3,500 for the design and printing of the pamphlet, but this will probably only cover the design costs, per our conversations with Teska.
   c. The committee suggested that we partner with the Chamber; the SSA can commit $3,000 and the Chamber commits $3,000. The Chamber should perhaps take the lead on this project, since this is turning into a business attraction piece.

2. Motion 1: To approve Shelby Hastens as a voting member of the Guide Development Committee.
   MH motions, JP 2nds, all in favor

3. The committee discussed the Façade Rebate program guidelines for eligible vs. ineligible expenses.
   a. MA – Although the Committee approved additional funding (+$1,600) for the metal awning at 1709 W. Division on 5/8, the SSA Commission did not approve the funding at the May meeting. Some of the commissioners felt the structure being proposed was not technically an “awning”; some felt that awnings are not permanent improvements to a building and are part of the “cost of opening a business”. Therefore, it is unlikely the SSA Commission at this time will approve funding for awnings, so these improvements should be moved to the façade rebate program’s “ineligible” list.

   Motion 2: To move “awnings” from the eligible improvements list to the ineligible improvements list of the façade rebate program
   MH motions, JP 2nds, all in favor