

WPB Guide Development Committee  
Minutes  
June 13, 2017

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