1. **Additions to the Agenda**
   
   No additions to the agenda

2. **Approval of the Past Minutes**
   
   Minutes approved with minimal modifications

4. **New Business**

   **Grand Avenue Business Association - Grand Old Day**

   Peter Kenefick – Grand Old Day Chair, GABBA

   - Peter gave some background on how SHA has worked with GABBA in the past to coordinate successful Grand Old Day event with minimal neighborhood complaints
   - This is the first year that Peter is chairing the Grand Old Day planning committee
   - The vision of 2020 Grand Old Day, including changes to vendor placements—vendors will not be placed in front of restaurants
   - Theme of the parade will be “family” to promote the neighborhood and living in the neighborhood
   - Parade will be starting later in the morning after a fun run
   - Selling advertising balloons for $6,000 per sponsorship in the “kid zone” at Fairview
   - SHA board member asked questions regarding alcohol and policing control
     - There are two-three “zones” for beer/alcohol along Grand Ave
   - SHA Board members questioned whether any restaurants have requested variances to serve alcohol outside
   - SHA Board asked how we can help:
     - Attend Grand Old Day committee meeting the first Wednesday of every month
   - Additional SHA member comments included:
     - Clarified that Grand Ave will be closed from 9am–7pm, east of Victoria Ave
     - The beer gardens probably won’t have music, but include other entertainment such as wrestlers and log rolling
     - Bands at Dixies and other restaurants will stop playing at 6pm
     - SHA expressed support of the trolley, and extra garbage cans as trolley stops
     - Continue ally security and recommended laying out where ally security is going to be implemented; Peter pays for private security around his restaurant from St. Albans and Victoria—Peter suggested SHA provide
volunteers to provide additional ally security and/or request other alcohol establishments pay for additional security
  o Make a formal request of Red Rabbit and other alcohol establishments to pay for volunteer security
• Bill for police presence will be roughly $48,000 to staff 57 officers at $65/hour for Grand Ol’ day—GABBA is considering soliciting donations to cover police cost
  o In negotiations with the City asked whether the City is open to supplementing police presence with private security
  o There will be a meeting with the Mayor and festival organizers to discuss police costs
• Additional discussion regarding how to engage non-food Grand Ave business to participate in festival
• SHA recommended forming a list of questions to GABBA, such as security and variance requests, prior to SHA sending a letter in support of Gabba’s permitting requests
  o Board members will submit questions to Monica within a week and she will circulate a summary letter for the board to submit to Gabba to get more information before we consider drafting a letter of support for GABBA’s permitting requests
• Rene Meyer-Grimberg offered to attend the monthly Grand Old Day meeting on behalf of SHA

Grand Avenue Task Force letter of support
• Monica put together a letter summarizing SHA feedback from retreat regarding Grand Ave Task Force recommendations
• Mark Lindley proposed making some minor edits to the letter
• SHA moved to approve letter as amended, motion was seconded and motion passed unanimously

House Tour Budget Discussion
• SHA under-projected sales for 2020 House Tour with a projected profit of roughly $77,150 with budgeted expenses of roughly $28,000
• EC Committee recommends bringing in an intern to help with the house tour and engage a third-party PR firm
  o Intern start June 1 through September
  o Alister Davis is proposed intern, Sales/Marketing major at St. Thomas
  o Holly and Monica have already interviewed him

2020 Budget Overview/Approval
• Karrie Knutson noted an additional $2,000 grant for the environmental committee
• Peter proposed switching to a 2-year budget cycle, and proposed having two-year cycle start in June 2020
• Entertain motion to pass budget (including both house tour and overall budget)—Mark Lindley, Hillary seconded, and Board unanimously approved the budget.
5. Committee Reports

- **Development Committee**—Mary Beidler Gearen
  - Gave overview of 2020 development calendar
  - May 1 and 2, plant sale and garage sales
  - Scheduling of the progressive dinner is still outstanding

- **Environment Committee**—Karrie Knutson
  - Update in planning the plant sale, getting ready to place order for plants
  - Goal is to increase 2019 sales by 20% by pushing social media marketing to increase pre-sales to utilize credit card purchases
  - Plant orders need to be in by March 26th
  - Looking for volunteers to help with plant sale May 1 and 2
  - Working to coordinate with Lobo Art school to grow plants
  - Envlrt committee received two separate small grants

- **Pedestrian Safety/Traffic Calming Committee**—Bridget Allan Ales
  - Working to fulfill paperwork requirements to use grant money to purchase hyperbolic mirrors
  - After mirrors are installed, the committee will be looking for the next project

- **Communications & Outreach Committee**—Mark Lindley
  - The next issue of the newsletter will be mailed in mid-March. All initial drafts of stories are scheduled to be sent to the officers to review by February 15.
  - We are planning to undertake an advertiser review to ensure that we have reached out to the widest advertising base possible.
  - Sunday on Summit eNews: We have issued weekly editions of “Sunday on Summit” regularly since November. We did not issue an edition on Super Bowl Sunday due to a lack of relevant news.
  - Feedback on this communication medium has been positive; we are achieving opening rates of approximately 40 percent on each edition, which is extremely high.
  - Website: The committee will move forward with a review and updating of the website. The primary goal is to simplify and streamline navigation, making it easier for visitors to find news.
  - We held a January meeting of the Book Club. The next meeting is scheduled for March.

- **Zoning and Land Use Committee**—Denise Aldrich
  - End of January 2020, Tony Johnson, Senior City Planner held another meeting to finish discussion regarding parking and city planning
    - Tony stated he will host a webinar to discuss proposed changes in city planning; will have a viewing meeting to watch webinar—webinar has yet to be scheduled
  - Bill Dermody, City Planner, has notified us that they are currently working on an RM (Residential Multi-Family) Zoning study, the first comprehensive review of regulations in the RM1, RM2, and RM3 Multi-Family zoning districts since 1975.
    - Invited another City rep for discussion on definition of “family” which will affect zoning for family properties
  - A letter has been sent by ZLU to Lunds inviting them to attend a SHA meeting to discuss updates

- **Neighborhood Comp Plan Committee**—David Kratz
  - Comp plan meeting date is Feb. 20 at 6:30pm
• Meeting will go over history of the comp plan and what needs to be done moving forward

• Policy & Procedure—Rachael Spiegel
  o No movement, hoping to have first committee meeting in March

• House Tour—Holly Geck
  o 8 houses confirmed plus one VIP house
    ▪ Still looking for 4 more homes
  o ReMax has committed to one $10,000 sponsorship
    ▪ Looking to secure additional sponsorship
    ▪ Coordinate with Holly on which business board members are approaching for sponsorship

6. ED Report
   • Book club is March 11th

8. Upcoming Calendar Events

   February 27, 7:00pm, Linwood Recreation Center, Executive Committee Meeting
   March 11, 7:00pm, Book Club
   March 12, 7:00pm, SHA Board Meeting