

Zelienople, PA Revitalization Inc.

Board Meeting

3.6.2018 1 PM

Spring Street Café S. Main Street Zelienople, PA

Agenda

Present at meeting: Clarke, Jackson, Maddalon, Semel, Murray, Mathew, Hess, Householder, Schultz, Rectenwald, Carter. Guests: Shelly Kaltenbaugh representing Don Pepe and Amber Davidson – website administrator

Approve Minutes form January meeting – Murray/Semel - OK

Treasury Report Tom Mahler – no report

Introduction of new Board member Tom Rectenwald – ratified to our board Mathew/Schultz – OK. Tom will be a good addition to our board given his experience in commercial construction/renovation around the country and more particularly his local projects. He updated us on the old Citizen's building and Pool building projects. If all approvals come through, he hopes to have restaurants in both buildings as well as his office by August.

Update on Main Street Project / Kaufmann House- Don Pepe (Don is recovering from his liver transplant, please keep him in your prayers) – Shelly reported that work will be started back up in the next week or so.

Social Media discussion with Amber Davidson of Sidewalk Nation. We will be brain storming on things and actions we as a board would like Amber to work on and getting feedback from Amber on marketing we need to do as an organization. Much discussion regarding the purpose of our website and how it will interact with other websites in town such as the Zelig Boro website and ZABA's site. We don't want to duplicate what is already being done, but rather help to coordinate the efforts of all the organizations to one focus – the town.

Campaign names – we brainstormed to come up with a catchy name for our campaign. Examples suggested included: Explore Zelienople, Zelig's Happening, Zelig Rocks, Zelig on the Move, Go Zelig, Zoom into Zelig, Experience Zelig, The Zelig Experience and Zelig Revive. We narrowed it down to Explore Zelienople and Experience Zelig before choosing Explore Zelig as our choice.

Website Update – Amber Davidson – updated original website with more current information. Now that we have a name for the campaign, she will work on a couple of logo designs to go along with it. She will also be working with Cindy, administrator for the Borough website and Matt Edwards from ZABA to see how the three sites can be integrated for best exposure of the town.

Fundraising Ideas – As a Board – moving ahead with a Wine and Cheese tasting event as suggest at the last meeting. Tentative date will be Thursday June 14<sup>th</sup>, 7 pm at the Spring St Café. More details to follow

Mini Grants / Sign Grants / Façade Grants update – no update on Façade grants. Gregg reported that engineering bids for Phase II have been awarded to Gannett/Fleming. Funding is about \$600K short for this part of the project and they continue to seek opportunities through grants and foundations.

#### New Business:

Tom Murray inquired about building inspection programs. Town Center Associates have completed exterior visual inspections and Shelly will be reviewing and following up on them to see what is needed. Next meeting with Town Center will be March 8<sup>th</sup> with the core committee from the Borough. It was also reported that the Borough has adopted a policy to have safety/fire inspections done in conjunction with surrounding communities in the Harmony Fire District territory. Each community is responsible to hire their own inspection company.

Tom Murray suggested that a lot of good things have been accomplished in our community and positive things continue to happen. We should celebrate our success. He offered to host a picnic to include Borough Council, Revitalization Committee and Park Board along with spouses at his home this summer. All were appreciative of his offer and were in favor of participating. Tom will advise a date and time in the near future.

Next meeting date – April 10, 2018 – 1:00 at the Spring St Cafe