

Meeting of Area Businesses

Thursday, November 20, 2008

6:00-7:30 p.m.

Executive Inn & Suites, 333 W. Drachman St.

MEETING NOTES

- I. **Welcome & Introductions**
- II. **Presentation of Mission & Vision Statements (Bob Wright)**

A. *Draft Mission*

The mission of the _____ is to work together to be thriving businesses that are socially and environmentally responsible. We will accomplish this by:

- Providing a powerful communication and educational network for our businesses
- Providing opportunities for business-to-business networking, collaboration and exchange
- Ensuring a positive identity for our businesses and community
- Supporting social events that bring the community together
- Working with and serving as a resource for government and other organizations in representing business interests

Comments regarding Mission Statement:

- Add a bullet that indicates how the association can help business resolve issues they need help with, such as crime or other similar issues
 - **Acting as a powerful conduit for resolution of business issues**
- A liaison can be created to help deal with the different types of issues businesses face.
- Mission should indicate how the association will interface with the residents and neighborhoods. Perhaps rephrase the last bullet of the draft mission to:
 - **Working with and serving as a resource for government, other organizations, and neighborhoods, in representing business and community interests**
- Connections could be made with neighborhoods through:
 - Having events
 - Promoting meetings and events through the businesses (posters in the windows, flyers, etc.)
 - Business Association representatives could attend neighborhood meetings, and vice versa
 - The Business Association could advertise itself through neighborhood newsletters

- The Business Association should be part of the Northwest Weed & Seed meetings (held at TPD Westside Service Center, 1310 W Miracle Mile)
 - Could be a great collaboration
 - Business Association could attend these meetings and reps at those meetings could attend the BA meetings
- Someone should be brought in from the other existing merchants/business associations to talk to this group (4th Avenue, Campbell Avenue, Downtown Merchants, etc.)

Revised Mission Statement:

The mission of the _____ is to work together to be thriving businesses that are socially and environmentally responsible. We will accomplish this by:

- Providing a powerful communication and educational network for our businesses
- Providing opportunities for business-to-business networking, collaboration and exchange
- Ensuring a positive identity for our businesses and community
- Supporting social events that bring the community together
- Working with and serving as a resource for government, other organizations, and neighborhoods in representing business and community interests
- Acting as a powerful conduit for resolution of business issues

B. Draft Vision Statement

The vision of the _____ is to be a positive force in generating a healthy, safe business and community environment in the greater Tucson area.

Comments regarding Vision Statement:

- Need to include "profitable" in the statement.
- Words considered for addition to the statement:
 - Viable
 - Profitable
 - Prosperous
 - Beneficial
 - All-inclusive

Revised Vision Statement:

The vision of the _____ is to be a positive all-inclusive force in generating a healthy, viable, prosperous and safe business and community environment in the greater Tucson area.

III. Discussion of Boundaries

The map below was presented to the group for discussion regarding what the boundaries of the business association should be. The orange solid line encompasses the area used to notify businesses of the business association meetings, the dark blue solid line indicates the boundaries of the Oracle Area Revitalization Plan project area, and the other lines represent the neighborhood associations within and around these boundaries.



Area Map

- OARP Project Boundary
- Notification Area Boundary for Business Meetings



Comments:

- Oracle Road is a natural boundary/division – it is hard to cross to the other side and has made it hard for the businesses to make connection across
- Educational institutions within the decided boundaries should be considered stakeholders and notified of business association meetings
- Property owners of vacant properties or “properties with potential” should also be considered stakeholders and notified of meetings
- Are there other associations forming nearby? Along Grant Road, or north on Oracle? (Staff responded from both the Urban Planning & Design Department and from Ward III that there were not any other groups forming that they were aware of.)

IV. Membership Criteria (Jan Aalberts)

- Homeowners should be allowed to be members
- Perhaps there should be a classification of members
 - Businesses should have voting rights
 - Other organizations could have a connection but not voting rights
- The association should be just businesses – otherwise it gets diluted
- If representatives are part of the association from other organizations, perhaps it's as ex-officio members (no voting rights, advisory)
- We need to allow people to attend as a way to advertise the group
- If people outside the group share the vision of the group, should they be allowed to join it?
- Will there be dues?

A subcommittee of volunteers was formed to pull together a proposal for membership criteria, to present at the January 15, 2009 meeting. The subcommittee includes: Mike Margolis, Debra Janzen, and Bob Wright.

V. Naming Considerations (Jan Aalberts)

A suggestion was made to brainstorm various words that people think of when they think of the area, then use those terms to help develop a name. The subcommittee working on the membership criteria agreed to brainstorm some names for presentation at the January 15, 2009 meeting. The following words were suggested:

- | | | |
|-----------------------------|--|--|
| ○ Miracle Mile | ○ <i>(Who were some of the first settlers?)</i> | ○ Neon district |
| ○ Oracle | ○ <i>(First merchants?)</i> | ○ Luna (original name for Grant Road); or Sawtelle (original name of Fort Lowell Rd) |
| ○ Central or center | ○ <i>Historical street names & subdivision names</i> | ○ Gem show |
| ○ Ghost Ranch Lodge | ○ Gateway (to downtown) | |
| ○ <i>Neighborhood names</i> | ○ Historic | |
| ○ Oracle Trail | | |