

DRA Economic Dev Committee – w/ Meeting with Sheri Stuart (Oregon Main St)

2-1-11

Members present – Renee Clavell, Brad Byrd, Brett White, Curt Smith, Ken Deathridge, Misty Russell, Jeri Bartley, Gary Leif

Sheri Stuart from the Oregon Main Street program came and did a presentation for the DRA's first Economic Dev Committee's Meeting. Her presentation was to get us thinking about our approach to our Roseburg's Downtown Main Street Program.

Topics discussed were...

#1. Look at your Assets downtown...

Market your assets to new businesses.

Find out what clusters that you have and market to those businesses.

#2. Workshops to Retain Businesses or Transferring...

Marketing and advertising

Window Dressing & Design

Events that might help with to enhance business

#3. Do a market analysis for data information for the future so you can have data to support that our group is making a difference... (Anonymously)

Employees then to now

Gross sales to then and now

Customers served from then to now

What days are you open 5 – 6 – 7 days a week?

#4. Write out a Customer Survey generic form for businesses to use for their business, but also for the DRA to compile to use for us. This way we're helping our businesses, but also helping the DRA.

#5. Market Analysis – Find out what our DT has to offer and know the district boundaries. The City already has this information, so pair up with the City to get this information and to update it. Find out the demographics of DT and make a map to show us and customers where things are.

#6. Have the City be involved on this committee, so we are not trying to re-invent the wheel and also so we don't have to re-explain the whole process from the beginning. Also Brian from the city has already done many things that were discussed and he could be the liaison to share that information.

- #7. Prepare a recruitment packet for all the different things that could help businesses, new an old. For example...

Signage

Upper Floor Renovations

New Business packets

Who to Contact list for ???

Financial and Policy Incentives available to locating business DT like Lower STD's from the city or other incentives.

DRA is here to help get through the red-tape from the City

DRA is an advocate to help your business and understand requirements

- #8. Put together a Recruitment Team to meet with potential New Businesses, especially those that compliment one another. It's better to have more then one business in a cluster, which brings more customers to DT.

- #9. Adding events to current events to pull more new and different businesses into bringing people into downtown.

Adding onto the Wine Walk and making it a non-alcoholic event, like a Chocolate and Art walk (without mentioning wine) more family type events or even contacting Umpqua Dairy and having an Ice Cream Walk, where Umpqua Dairy could donate different types of Ice Creams different to each store. This would bring more family oriented people down and perhaps more different businesses would be interested. Great Idea!

Also realizing that 80% of buyers today are woman and recognizing this to market our DT.

- #10. Identify Business Clusters and what is unique for DT and market for both Promotions but also to new potential Businesses. Current Clusters are...

Financial Institutions

Attorneys

Wedding

Restaurants

Photography

Second Hand Antique Stores

Artists

Jewelers

Unique Products

Brew Pubs

- #11. Partner with the new Business Incubator program going on with the Tribe to help businesses downtown and also Partner with the SBDC, who Charlotte Herbert has agreed to be on the Board, as a Partner.

Also pair up with Small Business Development Center through UCC and partner with them. They might be someone good to replace the Tribe's committee member's position that they resigned.

- #12. Market Downtown for new businesses and tell them why they should locate Downtown, in pamphlets and on the web site like...

Help find locations	The Façade Matching grants
Help with Business Plan	Show Price Sq Ft vs outside DT
Help with Marking Plan	Put Signage on Empty building to show.
Grant Programs for DT	Downtown Security
Music Downtown On Roof	Available Properties & Sq Footage
Tourist information on what things to go and see (at Chamber)	

- #13. Set up Business Vignettes at places that are empty, like this would look good here and show something like an Ice Cream Parlor or???

- #14. Identify potential businesses that might locate downtown like..

Trader Joes, Olive Garden, Kids Museum, Natural Foods and pursue...

- #15. Update monthly newsletters on the Economic Dev and forecast for DT.

- #16. Identify Parking issues ...

Perception problems	Ticket problems
Lack of Parking	Parallel parking
New Parking Lots	Diagonal Parking

Conclusion.

Very good meeting that Sheri Stuart from the Oregon Main Street, where she opened our minds to new ideas.

It was agreed that morning meetings would be best from 9am to 10am on the 2<sup>nd</sup> or 3<sup>rd</sup> week and not on a Tuesday. So my recommendation would be on the 2<sup>nd</sup> or 3<sup>rd</sup> Wednesday of each month.

That would put our meetings on Wed Feb 9<sup>th</sup> or Wed Feb 16<sup>th</sup>...

Our Next Meeting would be to discuss Priorities on where to go next and creating sub committees to do the leg work, so we can accomplish more, faster...