

B.I.G Meeting Agenda

Muddy Cup 7:00 PM

April 13, 2009

Stimulus Money- Kathy Coder

- Attended Boroughs Association meeting in Hershey –topics included stimulus, shared services
- County Executive Dan Onoroto conducted 4hour session focused on greening the community, identified monies coming to Pittsburgh for “Green” initiatives
- Stimulus for dummies documents the need for Grant writing as essential to obtaining funds
- Green building alliance <http://www.gbapgh.org> Review borough building plans to identify opportunities to tap into funds; A satellite office is established during building construction
- Met with Northgate school officials- desire a partnership with BIG for adults and youth

Best Practices/Team Charleroi- Jim Protin - unavailable

BIG Forum-Doug Diamond

- Specific software to allow for committees to communicate, outside of scheduled meetings
- Created initially as <http://big.gotodiamond.com> , name and location can be changed
- Provides for online discussions, polls, central location for all correspondence
- A valuable tool for all to use, sign up for access to specific groups
- An Intranet virtual connection, Rich Furis suggested the forum not be used to replace meetings
- Purpose to post agendas, minutes, enable discussions of group members
- Controls may be put in place to provide for registered access to each of the committee groups
- Recommending a moderator for each standing committee for membership and posting

Marketing Committee- Steve Eckert

- Following strategic plan in December, marketing was identified as an important issue, and ambassadors are needed to communicate ideas
- Develop a short term plan and ramp up for 3-5 year plan
- Targeting the audience
 - Internal- residents, employees, business owners; need to educate the residents about participation in community activities; Rich Furis suggested residents carry the message
 - External-prospects and customers, Pitt or CMU graduates, destination customers for events like the car cruise
- Create Awareness, promote events, place messages out in the world, capture what is happening now, and the future
- Some items require council action

Branding –Craig Otto

- Positioning theme line in the marketing plan, the audience branding needs to speak to wide audience; Economic driver to attract new business and residents
- Live Worship Shop -existing is the current brand identity
 - Bellevue means "beautiful view" Bellevue is not a beautiful sight yet
 - Bellevue has a beautiful vision.
 - Bellevue has possibility - so close but not there yet.
 - "Bellevue -Possibility everywhere you look."
 - Loops back to the core of beautiful view come look and see!
- Creative team working on logo and expanding the branding.
- Great things going on and improvements all around.
- Change is welcome, an opportunity for growth

Events- Mark Helbling -unavailable

Residential –Heather Sedlacko/Dana Vargo

- April 18th NSCOC clean-up day. 8:30 am - noon
- Car Cruise- May 17
- Identify hours, need for volunteers, closing Lincoln Ave, notify churches,
- Summer Solstice Spectacular June 18-19-20-21
- Email schools to encourage participation from students

Business Development-Kathy Coder

- Build branding from the bottom up, start with the school
- Marketing effort required
- “Branding Your Borough” article from Pennsylvania Borough News- February 2009
- Comprehensive plan puts Bellevue already ahead of the norm
- Lighted marquis in window
- Comcast promotion
- Met with new horizons -Property behind the building, create a garden for the clients

Other Business -Election

- Jane Braunlich- 1st ward candidate
- Kathy Coder- 1st ward candidate
- Jim Miscusi - Jimmy G's salon, 6 step children, retired state constable 15 years, worked in the prison system
- Dave Piet -raised North side- daughter, grand-daughter, in borough since 1975

BIG Committees

Large group meetings held the second Monday of every month –various locations

Committee meetings held at the Chair’s discretion

Steering Committee

Mark Helbling, Kathy Coder, Steve Eckert, Craig Otto, Dana Vargo, Heather Sedlacko, Mark Munoz

Marketing/Branding - Chair - Steve Eckert

Members: Michele Smith, Craig Otto, Clare Ascani, Chuck Gohn, Lynn Epstein, Doug Diamond, Val Mihalick

Events- Chair - Mark Helbling

Members: Aaron Stubna, Doug Diamond, Sam Di Battista, Oscar Worthy, Susan Matthews, Dana Vargo, Heather Sedlacko, Michele Smith

Residential- Chairs - Heather Sedlacko/Dana Vargo

Members: Jess Stricker, Matt Sentner, Mark Helbling, Aaron Stubna, Oscar Worthy, Michele Smith, Jennifer Reskovic, Joe Paletta, Kathy Ferri, Doug Diamond, Paul Cusick, Jacqueline Smith, Matt Lucas, Megan and Tom Evansky, Heather Westenzweig

Business Development- Chair – Mark Munoz

Members: Paige McGarity, Aaron Stubna, Sam DiBattista, Lisa Blaney-Stewart, Rich Furis, Tom Dauer, Kathy Coder, Michele Smith