

B.I.G. Meeting Agenda February 9, 2009

Meet at MoJoBistro 7pm

Notes from the Meeting

- I. Introductions
 - New attendees to the group provided introductions
- II. Jessica Mooney Allegheny Economic Development
 - Main street program
 - Building capacity within the community, pilot program - working in four communities
 - Objective to organize communities
 - Market studies, historic reviews, technical support
 - Web site www.alleghenytogether.com
 - Compile an inventory of buildings to identify those available for lease sale etc.
 - Allegheny restoration
 - Participating communities are able to obtain funding for various projects
 - 2 communities /year; applications at the end of May/June
 - Business loan program
- III. North Boroughs Chamber Update (NSCOC) - Oscar Worthy
 - Events group – coordinating events
 - Main role of the Chamber is to look out for the chamber members from five areas, Ben Avon, West View, Avalon Bellevue, Brighton Heights
 - NSCOC Application form -Discloses info about membership; need to generate more businesses, distributing current booklets to be replaced by web site listing
 - Reinstituted placemats, Chamber members on placemats, others if insufficient
 - Website – Paul C and Bill S have it up and running
 - Sponsors Clean-up day to pick-up trash in April; Halloween parade - 31st Oct 2009
 - 4th of July fireworks -not sponsoring; not appropriate insurance
 - Sidewalk sales- expanded last year to advertise outside of Bellevue
 - Survey - most people difficult to get to the meetings; change meetings to Tuesday
 - Light-up night change from Black Friday to another date; expand activities (Sewickley event)
 - Farmer's Market is more of a borough project; Open to other activities
 - Modify dues? Perhaps 1st year at discount, 2nd year full price
- IV. Partnering with Avalon and Ben Avon - Harry Dilmore
 - Manager of Avalon and Kilbuck Twp
 - Visited Sewickley - Ideas from other communities
 - Worked with Bridgeville and West Park, in Avalon - decorative lighting
 - Experience of 32 years in political arena North Boros is a “Goldmine” - great area
 - Programs out there - SHARE
 - Grants available for joint services; Look at sharing, creating “satellite centers”
 - Sustainability of projects; Joint ventures history
 - SPC Southwest Planning commission www.spcregion.org
 - SR65 is the corridor with the casino, Revive 65 in conjunction with other municipalities
 - Avalon SR65 widening project - May 2009, brick under paving adds cost and time for completion
 - PEG (Public Education and Government) channel, hosted by Comcast or Verizon, providing for 24 hour programming of Northgate and Avonworth school activities
 - Participation by both districts would involve seven communities, an example of a shared project
 - Cohen Associates retained to negotiate the Comcast contract, with eight months remaining on their contract; they could be utilized to complete the required legal documents at no cost.
- V. Aaron Stubna – Awareness of Alcohol referendum-
 - Petitions to allow alcohol in Bellevue, signatures from only registered voters/Bellevue residents
 - Petitions signed between February 17 - March 10; direct signers to Lincoln Barber Shoppe
 - Liquor control board stated only 3 licenses would be obtainable based on population

Invite businesses to set-up new restaurants
Mexican; Aaron's movie theater-wine bar; authentic Irish pub; Sports bar; Vivo too close to church?
Liquor expected to open the door to additional revenue, Reason to stay open later
More attractive to younger people, "young professionals want to walk down the street, get a drink"
Borough to review the applications, LCB attorney says the Boro has the right to hand-pick
Negatives down the road? Find out about successful towns -repeat the process
Contacted Big Burrito Co, Penn Brewery to generate interest
Promoting in the press, Volunteers wanted to get signatures on petition
Email questions to Aaron lincolnbarber@yahoo.com to be resolved by LCB
Encourage construction of a hotel; separate rights and is not one of the three permitted licenses
No new licenses issued in Allegheny County; establishments required to purchase an existing license

VI. Marketing Update

Paul Cusick -Changed the name of web site from BellevueBoroNews.com to NorthBorosNews.com to encompass other communities; getting information from other communities

VII. Residential/Events Update

Residential life -Heather Sedlacko, Dana Vargo
Multitude of perspectives - Neighborhood pride, Get involved in government
Improve appearance in the neighborhood; activate a clean-up group
Resident's perception of Bellevue -Conduct a survey, Build community, Meet your neighbor night
Invite people from the community -Meet your council event, Public works, Town hall meeting
Incentivize participation from the residents, use people power; residential committee meeting

VIII. Business Development Update – Kathy Coder

Brandon Fail, territory business manager for Buxton, from Fort Worth, TX contacted Kathy Coder regarding retail site selection and recruitment strategies for new businesses.
Marketing Tool - Brochure with map –free (based on advertising) -in process
Azul Mexican restaurant in Leetsdale - potential candidate for move to Bellevue based on alcohol
Pittsburgh Cultural Trust –Doug recommended arts education initiative, locate art in vacant spaces
Local Government Academy www.localgovernmentacademy.org promotes excellence in government and provides for Multi-Municipal Planning Grants
Sustainable Pittsburgh www.sustainablepittsburgh.org advocates sustainable development. Bellevue could be a model for Pittsburgh in planning for the future.
Attorney w/LCB would be willing to attend a meeting to field questions/concerns about liquor licenses
Urban lab at CMU with architectural students may be available for "Main Street" consulting; Applied for grant available for revitalization of Lincoln Avenue business district
Landscape architects - preparing plan for Bayne Park, soon to be available for review
Form Grant writers group to facilitate grant applications

AGH –Suburban Campus - Kathy Ferri

Arranged for Health and Fitness program to be available for the police and EMS
Hospital policy is community involvement - Day of Caring

North Hills Community Outreach-Susan

Garden at Davis Ave Sirianni property; Eagle Scout project - land cleared; no public water to the land
Community organic garden – food raised to be distributed locally through NHCO
Hiring local youth- 5 positions PT, youth leadership coordinator, opportunity for high school students

Enjoy Bellevue.org - Michele Anne Smith

New developments on website, business introduction, differing in scope from other organizations,
501c3 is essential to obtaining grants and funding for arts, music and tourism in the area;
promoting and facilitating events as part of the Marketing and Events committees.

IX. Questions? The meeting concluded and individuals mingled gaining insight on various topics.

Profound thanks to Paige McGarrity, owner of MoJo Bistro for the fabulous food and hospitality!