



Sheridan Road Special Service Area #54 Commission Meeting
Royal Coffee Thursday, January 8, 2015 / 8 a.m.

Minutes

Present: Jennifer Clark, Commissioner; Chris Bell, Commissioner; Sean Connolly, Commissioner; Paul Reise, SSA 54 Manager

Absent: Heather Hill, Chair; Tony Fox, Commissioner; Michelle Akan, Commissioner.

1. Welcome-The meeting was called to order at 8:05 a.m.
2. Community and Public Input
None.
3. Review and approval of November 2014 Minutes
No corrections were requested no errors were found or additional information requested. Motion to approve November 2014 minutes (Connolly / Bell). Unanimously approved.
4. Staff Report
 - a. November Financials
Commission discussed and reviewed financials.
 - b. Planters- Paul reported the purchase of above ground pot style planters in December, with delivery to be set at a date TBD in the spring. Discussion around ensuring we have a cohesive look and the need for a unifying plan- the option of returning/ refunding the pots was discussed as an option while we develop a master plan.
 - c. Budget- We discussed the 2014 budget and Paul explained the carry over rules and that up to 25% of the budget can carry over. The commission discussed the need for new ideas for new projects. The main project that was discussed was the hiring of a firm to create a district marketing plan. A plan that would create a cohesive 'brand' for the SSA and that would include print and social media but would also unify the on-the-street aesthetics. The commission directed Paul to draft an RFP for a marketing plan.
5. Old Business
 - a. Holiday lights- well received within the community. Paul mentioned the need for better coordination with LUC and the residence halls to ensure the operation of lights over the semester break. The lights will remain throughout the district until the 1st of Feb.
6. New Business
 - a. 2015 Timeline

Adjourned at 9:09a.m.