I. Welcome and Public Comment

SORO Board President, Doug Fitzsimmons, called the meeting to order at 1:40 PM.


II. Year End Wrap-Up
   a. Beth Ryan shared the following:
      i. Number and Total Hours per board member spent in board meetings and committee meetings as well as a total number of hours spent by all of us on the board – 985 hours volunteered.
      ii. Total number of motions the SORO NC board members voted on in Fiscal year 2012-2013 was 109.

III. Discuss SORO Festival Survey and Board Survey Results
   a. Board Members Survey Results
      i. Top Voters in the Business Development category were:
         • Revitalize South Robertson
         • Bring Businesses to SORO
      ii. Top Voters in the Quality of Life Issues were:
         • Make SORO more walkable
      iii. Top Voters in the Community Connections category were:
         • Volunteer Opportunities
         • Create Programs for youth

IV. Vote on Big Idea Project
   a. Vision
      i. Revitalize Robertson Blvd between Cadillac and Cattaraugus
      ii. Make this area attractive to businesses
      iii. Create a business community that truly serves the local residents and that people feel proud of

   b. Ways to Accomplish this Vision
      i. Do an inventory assessment for this area
      ii. Create a commercial real estate database
      iii. Create visual renderings to share with others
      iv. Involve the community
      v. Determine the role of the NC
      vi. Host active on-going programs and events
      vii. Work with the local officials to keep them focused on issues
      viii. Use NC funding to hire a consultant

   c. Elements of Revitalization
      i. Business collaborations
      ii. City work with businesses – (work with Katherine Hennigan)
iii. City investment
iv. City Planning
v. Help with zoning/navigate city requirements
vi. Focus on small business
vii. Refreshen store faces – give them a facelift
viii. Sidewalk cleaning, weeding, fix street issues
ix. Parking/Valet
x. Create a SORO pitch piece – Brokers/Business Org
xi. SORO Card
xii. Build Identity/Press
xiii. Business Improvement District – Phase 2
xiv. Regular Contact
xv. Events (movie nights on Robertson, Farmers Market, Food trucks, Taste of SORO)

xvi. Trees
   • Plant trees (March/April planting)
   • Add lighting to the trees
   • Create visual renderings to share with others

d. Next Steps
i. Vote to finalize vision – get all board members to commit
   • All funding motions should be connected to vision
ii. Reach out to others for collaboration
iii. Set timelines, tasks and committees/persons responsible
iv. Report back at each board meeting regarding progress, obstacles, help needed, updated timelines, etc.

V. Adjournment

Doug Fitzsimmons adjourned the meeting at 4:10 PM.