

Uptown Plain City Organization
Annual Meeting Minutes for January 17, 2019
Location: Pioneer Pizza

- General welcome & food service
 - Presented updated History & Accomplishments (see following for 2018 additions)
 - Committee Reports were done by each chair going through their goals and budgets for 2019. Please see attached. (Note: This document has been updated since the meeting.)
 - The results of the membership voting for officers and Board Members is:
 - President: Shannon Weigand
 - Vice- President: Shannon Pine
 - Secretary: Sherry Headlee
 - Treasurer: Chris Iman
- Board of Directors, Class of 2019
Renee Sonnett
Nicole Flint
- Raffle prizes were given out & the meeting was adjourned

2018 History & Accomplishments

Sponsored and supported the Plain City Bicentennial
Members participated in Plain City's Comprehensive Plan planning
Two UPCO officers served on the Plain City Design Review Board (one as Vice Chair)
8th Annual Farmers Market Summer – Fall 2018
Increased special activities held during Farmers Market, including a chalk drawing event
Hosted the Bicentennial opening ceremony in conjunction with Farmers Market
16th Annual Classic Car Cruise In August 2018
6th Annual Façade Improvement Grant awarded September 2018
12th Annual 4 Mile Run/Walk & Kids Fun Run June 2018
Offered items for inclusion in the Bicentennial time capsule Fall 2018
UPCO officers served on the Plain City Design Review Board 2018
Two UPCO Board members served on the Plain City Council 2018
17th Annual Christmas Under the Clock December 2018

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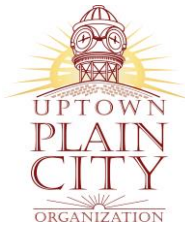
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2019 UPCO Committee Goals and Proposed Budgets

UPCO Design Committee 2019 Goals & Budget Request: *Chair, Darren Lee*

Design means getting into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. An appealing atmosphere conveys a positive message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.

1. **Façade Improvement Grant (FIG) (\$3,500):**
Application will be finalized by February 28, 2019. Total grant may be increased if sponsorship funds are available.
2. **Participate in implementing Plain City's Comprehensive Plan Recommendations (\$0):**
 - Review the recommendations from the Plan as they apply to the uptown.
 - Assist the Village of PC in any implementation projects.
3. **Certified Local Government (Up to \$2,500):**
 - Pay ½ (up to \$2,500) of design professional fee if Village of PC moves forward with applying for CLG status and uses a design professional to facilitate the application.
 - Assist the village and/or design professional in gathering any information needed for the application.
4. **Village of PC Zoning Code Updates (\$0):**
 - Review and comment on future zoning code update as it applies to the Historic Uptown.
5. **Charter Commission (\$0):**
 - Have a member of UPCO serve on the 15-member elected Charter Commission Committee and assist with getting signatures for the ballot if need be.
6. **Special Improvement District (SID) Exploration (Up to \$2,500):**
 - Assist with property owner contact about SID for the Uptown and possibly contributing funds toward consultant fees if needed. This may help in the future with funding streetscape improvements and maintenance for the area.

UPCO Business Enhancement Committee 2018 Goals & Budget Request: *Chair, Craig Devine*

Business enhancement strengthens Plain City's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and

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attracting new businesses that the market can support. Our 2018 goal is to find personnel to chair and sit on the committee and develop further goals. The long-term goal is to build a commercial district that responds to the needs of today's consumers.

1. Plan business membership survey to collect ideas on what they would like to see that they get from their membership. This will also help shape direction of business enhancement direction in 2019 and promote new businesses to join. Due January 2019.
2. Develop and manage UPCO businesses to present at our General Meetings with a set schedule. The goal is to involve member businesses to promote their business and entice other members to attend these meetings. Create by February 2019.
3. Create a coupon book with membership business promotions to enhance area patrons to use their services or visit their shops. Create by April 2019 and cost \$5000 for the business enhancement budget request. These coupon books can be sold to residence to recoup the cost. At \$10 each we would have to sell 500 books.
4. Get involved with Tavern 161 to organize a block party to celebrate and promote the uptown area. A date would need to be decided but I would imagine the goal would be in the summer of 2019.
5. Connect with PCBA to combine our efforts for Christmas Under the Clock and help them organize the business portion of this event for December 2019.
6. See an increase of business memberships sold to improve UPCO's revenue at the end of 2019.

Budget:

Coupon book creation \$5,000.00

UPCO Operations Committee 2019 Goals & Budget Request: *Chair, Shannon Weigand*

Operations establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. By getting everyone working toward the same goal, your program can provide effective, ongoing management and advocacy for your downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, your program can incorporate a wide range of perspectives into its efforts.

1. Develop an updated strategic plan
2. Form a committee & find a new Chair
3. Develop "inherited information" strategies for officers & committee for better continuity
4. Work on cohesive and safe information repository

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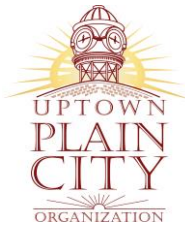
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Operations budget

Office supplies \$300.00

UPCO Promotion Committee 2019 Goals & Budget Request: Chair, _____ OPEN_____

Marketing takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your commercial district. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate your commercial district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

1. Find volunteer for new position: Membership
2. Begin use of Wild Apricot for membership Budget: \$800.00
3. Find volunteer for new position: Sponsorship Budget: \$1,000.00
4. Assess events sponsored by the Uptown Plain City Organization through cost-benefit analysis.
5. Continue events in 2019: Farmers Market, Cruise In, Run/Walk, Christmas Under the Clock.
Budgets: Per event

UPCO Farmer's Market 2019 Goals and Budget Request: Chair, Kathy Saxour

1. Increase growth of foot traffic
2. More market activities

Proposed income	\$1,500.00
Proposed expenses	\$800.00
Profit	\$700.00

UPCO Run/Walk 2019 Goals & Budget Request: Chair, Shannon Weigand

1. Improve participation numbers among Jonathon Alder students
2. Improve race day volunteer recognition/appreciation
3. Find 2019 co-race director, to become 2020 race director

Registration/sponsor Income	\$8,500.00
Expenses	\$6,500.00
Profit	\$2,000.00

UPCO Christmas Under the Clock 2019 Goals & Budget Request: Chair, Stephany Rodock

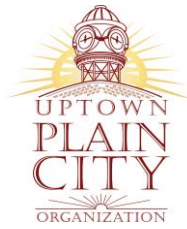
1. Find new committee co-chair
2. Find new marketing coordinator
3. Maintain sponsors
4. Getting Plain City Business Association involved
5. Finding ways to get specific individuals committed to running certain parts of the event.

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Proposed Income	\$4,334.77
Proposed Expenses	\$2,465.23
Profit	\$1,869.54

UPCO Classic Car Cruise-In 2019 Goals & Budget Request: *Chair, Jessica Ballard/Chris Iman*

1. Minimize expenses to increase profit by:
 - a. Going back to having one band
 - b. Shorten hours to decrease cost of police officers
 - c. Have fewer T-shirts pre-printed
2. Increase car registrations to 200
3. Increase sponsorship to \$8,500.00
4. Increase volunteer base

Proposed Income	\$15,410.00
Proposed Expenses	\$9,250.00
Profit	\$6,160.00

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