

August 4, 2020
Board Meeting Notes

- **Erika Straussburger**
 - Council on recess
 - Space in schedule to meet with/introduce District 8 businesses
 - Will send out note to list of businesses on Walnut Street to gauge interest in meeting/doing a 30 second Instagram
 - Acorn and Coffee Tree working together to propose plan for for outdoor tables for local businesses
 - Streetscape Update:
 - Going back and forth between lighting designers and city
 - Trying to allow for flexibility of funds
 - Waiting to hear back on grant for 500k for grant from State
 - State leg on recess right now, but hopeful to hear in the fall.
- **Shadyside Summer Sampler**
 - **Engagement**
 - Buy in from several businesses
 - 40 businesses who have signed on
 - Business who need hand sanitizer and/or masks during event- sign up through email
 - **Marketing**
 - Not putting out hard copy marketing materials
 - Sponsors/participating businesses doing outreach:
 - UPMC
 - URA
 - Outdoor yoga classes, braid bar during Amazing Yoga class,
 - Digital PR: NextPittsburgh, Incline, VeryLocal, Pittsburgh Magazine, City Paper - hoping to get on all of their events calendars.
 - **Questions:**
 - Jewish Chronicle - Leah will reach out to them about digital/print advertising.
 - Banners - We have banner that should arrive on Thursday and go in the parklett (will install ourselves). Street banners - getting sponsored, should hear back today.
 - East End Print - Hyper-local weekly, contact person: Anne; very flexible with advertising budget.
 - Pitt News - Shanna to send contact to Leah
 - Parking information - are we using Liberty school parking lot?
 - **Keeping people safe during Shadyside Summer Sampler**
 - Designing sandwich board w/masks are required language
 - Erika will talk to the Health Department - how can they help with ideas/enforcement?
 - Clear language on all advertising about mask wearing
 - Positioning sandwich boards at “entrances” to event “Masks must be worn from here”
 - If unable to get banner sponsored, will prioritize sandwich boards over banner given limitations in funds.