

Scranton Business Alliance Meeting
October 23, 2007

Present: Bob Ballot, *Scranton Tomorrow Board*; Michael Basaglya, *Michael's Luxury Eyewear*; Barb Colangelo, *Trolley Museum*; Carmon Flynn, *The Northeast Theater*; Katie James, *Greater Scranton Chamber of Commerce*; Barbara Lederman, *Perry Law Firm*; Bernie Maopolski, *Visual Impact*; Patrick Moran, *WNEP*; Lori Reed, *City of Scranton OECD*; David Zarko, *The Northeast Theater*.

Scranton Tomorrow: Jennifer Battista, *Director of Communications & Special Projects*; Leslie Collins, *Executive Director*.

Bernie Maopolski presented a traffic-building idea for the SBA to promote businesses during the Santa Parade. An 8-foot stocking filled with toys would be displayed at businesses, and visitors could enter to win. It was decided that the stockings would first be displayed during the Santa Parade, and the drawing would take place Downtown on Black Friday. Information was distributed, and will be sent to the entire SBA. Bernie will follow-up with businesses individually.

The Festival of Trees will once again be held at the Trolley Museum, with a kickoff event on November 30. SBA businesses are encouraged to participate. The kickoff event attracts 400 visitors, plus the daily visitors to the Museum throughout December. In addition, the event raises funds for charitable organizations, which would be a positive connection for the SBA to make. Contact Barb Colangelo if you are interested in decorating a tree at the Museum.

Scranton Tomorrow would like to kick off a new program tied to First Night on New Year's Eve. In other First Night cities, businesses would give a discount to visitors who presented their First Night buttons throughout January. The group discussed and agreed that this would be a good program to try in Scranton. More information will follow.

Leslie Collins is contacting Jim Wintermantel to discuss parking promotions in the Downtown on Black Friday.

The newly formed Welcoming Committee for new businesses has met and is discussing ribbon-cutting events for new businesses.

Alexander's Salon & Spa has offered to host a holiday mixer for the SBA. More details to follow.

ALL HOLIDAY ADVERTISING INFORMATION WILL BE SENT TO THE SBA. PLEASE RESPOND IF YOU ARE INTERESTED ASAP.

Upcoming events include:

- October 27-28, Trolley Ride to the Pumpkin Patch
- October 31, Eerie Eve at Scranton Cultural Center
- November 2-4, Railfest
- November 30, Festival of Trees Opening Reception
- December 1-2, 8-9, Trolley Rides with Santa
- December 7 & 9, Miracle on North Washington (Santa photos at Cultural Center)
- December 31, First Night Scranton

Action Items

- Leslie Collins will contact Jim Wintermantel from the Scranton Parking Authority to invite him to a SBA Steering Committee Meeting. She will also discuss Black Friday parking promotions.
- The newly formed Welcome Committee will meet to coordinate plans to welcome new businesses.
- Businesses are asked to review holiday advertising package information and respond ASAP.

NEXT SBA MEETING

Stay tuned for details.

In the meantime, please review holiday advertising package information.