

Scranton Business Alliance Steering Committee Meeting
October 4, 2007

Present: Bob Ballot, *Scranton Tomorrow Board*; Barb Colangelo, *Trolley Museum*; Joann Fremiotti, *Scranton Cultural Center*; Katie James, *Greater Scranton Chamber of Commerce*; Bobby Lynett, *Shamrock Communications*; Patrick Moran, *WYOU*; Maggie O'Brien, *City of Scranton OECD*; Lori Reed, *City of Scranton OECD*; Phil Reinhart, *Vida Tapas Bar & Grill*; Lori Rupp, *Hilton*; Sam Schiavone, *POWER! Scranton*.

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

Leslie Collins updated the group on recent SBA efforts. Most stores remained open during La Festa Italiana and the Race for the Cure, and did a lot of business. The effort was a success.

The group discussed options for parking validation. It was decided that Jim Wintermantle from the Scranton Parking Authority will be asked to attend a Steering Committee meeting.

SBA window clings announcing that Downtown Scranton is open late on Thursdays are available for businesses to hang in their windows.

A Welcome Sub-Committee is forming to welcome new businesses to the Downtown and to coordinate pre-openings and grand openings. Leslie Collins, Lori Reed, and Sam Schiavone volunteered to serve on this committee and will meet to coordinate plans.

Jennifer Battista will update the costs for SBA group holiday advertising, including the Holiday Coupon Book, and will present it to the SBA.

Phil Reinhart from Vida announced that they are organizing a Fall Festival on Center Street on November 3 from 1-6 p.m. Michael's and Outrageous will also be participating. They are looking for other businesses to get involved.

Other 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

Maggie O'Brien, Katie James and Joann Fremiotti are coordinating to plan a beer tasting event in the Downtown for November.

The Steering Committee agreed to meet again in two weeks to finalize plans for the Holiday events and promotions. All SBA members are invited to attend this meeting, which will be held on Tuesday, October 23, 2007 at 8:30 a.m. at Dolce Italia Caffè, Spruce Street.

Action Items

- Leslie Collins will contact Jim Wintermantle from the Scranton Parking Authority to invite him to a SBA Steering Committee Meeting.

- The newly formed Welcome Committee will meet to coordinate plans to welcome new businesses.
- Jennifer Battista will update the SBA Calendar of Events on All About Scranton.com.
- The Steering Committee agreed to meet again in two weeks to finalize plans for the Holiday events and promotions. A meeting is set for **Tuesday, October 23, 2007 at 8:30 a.m.**

NEXT SBA STEERING COMMITTEE MEETING

Tuesday, October 23, 2007

8:30 a.m.

Dolce Italia Caffe, Spruce Street

**ALL SBA MEMBERS ARE INVITED TO ATTEND TO FINALIZE HOLIDAY
EVENTS AND PROMOTIONS.**