

**Scranton Business Alliance Steering Committee Meeting**  
**June 26, 2007**

**Present:** Joanne Fremiotti, *Scranton Cultural Center*; Katie James, *Greater Scranton Chamber of Commerce*; Jillian Kohanski, *Lackawanna County*; Art Levondoski, *Mall at Steamtown*; Philip Marchese, *AFA Gallery*; Maggie O'Brien, *City of Scranton, OECD*; Lori Rupp, *Hilton Scranton & Conference Center*; Pat Sandone, *Sandone Tire*; Jim Walsh, *Mall at Steamtown*.

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

Leslie Collins welcomed the group and asked each member of the group to introduce him/herself. She gave a brief history of the Scranton Business Alliance to this point, and reviewed the current 2007 Plan of Work for the SBA, paying special attention to the SBA Steering Committee selection, goals and responsibilities.

The group discussed issues facing the Scranton Business Alliance, and brainstormed solutions and ideas, including:

- Determining the target market for promoting Scranton as a destination to “eat, shop, play, stay” (local vs. regional, etc.)
- Cohesiveness of business environment
- Coordination of efforts
- Signage in Downtown
- Funding for SBA efforts
- Membership
- Events
- Future partners

**Action Items**

- Determine educational topic, speaker, date and location sponsor for July meeting/mixer. Each steering committee member is asked to email suggestions to [jennifer@scrantontomorrow.org](mailto:jennifer@scrantontomorrow.org) by no later than Friday, July 6.
- Jillian Kohanski will research costs of table-top kiosks for maps etc.
- Scranton Tomorrow will research the placement of the All About Scranton website in search engines and will partner with organizations for links.
- Scranton Tomorrow will request quotes for enlarging the map onto poster boards for placement at garages, public areas, Mall, etc.
- Scranton Tomorrow will forward to each committee member the steering committee contact information, the SBA survey and results.

**NEXT SBA STEERING COMMITTEE MEETING**

Wednesday, July 11, 2007

8:30 a.m.

LOCATION TBD