

Preservation and Promotion Committee Meeting
Irish Railroad Worker's Museum
918 Lemmon St

Josh Harris
Scott Kashnow
Cornell Lynch
Michael Mellet
Elizabeth Weber

I. SWP Updates

The Commercial Development Committee held its election on Tuesday, March 24th. There was a very big turnout and Stacy Smith from the Urban Business Center, a small business incubator at 1200 W Baltimore St, was elected chair. The Board is now complete, with one Chair elected by each of the committees, one representative from each of the neighborhood associations, and one representative from each of the anchor institutions.

A final candidate for the Executive Director position has been selected and a package is being compiled. The candidate is from Baltimore.

II. Vision Plan Event

This event will be a chance to launch and promote the plan. It will be primarily a fun event with food, activities, and will celebrate the Vision Plan and all the work that went into it. The Southwest Partnership will need to get a special event permit at least eight weeks in advance, and the permit needs to be hand delivered. In order to make planning easier the date of June 6th was selected—once the permit is turned in and the event scheduled a group can get together to plan the details and make the event happen. The event will happen in Carroll Park.

Although it would be possible to combine the event with the SOWEBO Festival, members of the Steering Committee, which talked about the event before the Board was formed, wanted it to be a special event specifically for the Vision Plan and also for introducing the Executive Director.

The Preservation and Promotion Committee will help with the marketing for the event.

III. Housing Happy Hour for Realtors

The Committee is working with the Housing Committee to put on a happy hour for realtors on **April 23rd** from **4-6PM** at **Mi Ranchito**. The event will be a chance to expose realtors to the neighborhood and begin building relationships with them so that they will bring clients to the neighborhood. The event has been sponsored by a lender so that there will be free food and drinks. There will be no real program at the Happy Hour, just conversation and representatives from each of the committees.

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Josh has reached out to a few different marketing companies to see about creating small cards for each of the seven neighborhoods. These will include facts and historical information about each of the neighborhoods, as well as pictures of homes in the neighborhoods. The information on the cards could also be on the Live Baltimore and SWP websites. He is waiting to hear back information about costs for design work and printing.

IV. Small Business Inclusion

Josh is interested in reaching out to small business owners in the community to both help them with their own marketing and promotion needs and to find out details about their businesses so that the SWP can promote and support local businesses. Will need to find and visit businesses and build connections. There could be a section on local businesses on the SWP website.

Possible places to start:

1. The **Commercial Development Committee** has also been trying to collect information on businesses, Megan Tschoepe, a School of Social Work intern, has been working with them on this. They may have done some of the preliminary research.
2. **Pigtown Mainstreet** already supports businesses on Washington Blvd, but those businesses can be connected into the promotion work of the SWP.
3. **UMB's Merchant Access Program** has been working with food businesses supporting them in increasing their advertising and online presence and ensuring that food can be ordered from them online. Bill Joyner is leading the project.
4. The **Union Square Association** has been reaching out to businesses on Baltimore St. in the Union Square to build a network of subscribers for their newsletter. Daniel Rodenburg has been talking to businesses on Baltimore St.

V. Strategic Communication Plan

Southwest Partnership emails with updates from committees have been getting overwhelming from some people, but it is important that meeting minutes, announcements, agendas, and updates be sent to people so they can stay informed and engaged. The Southwest Partnership has a Mailchimp which is used to send out a monthly update—this can be changed to a weekly update which will include past meeting minutes, upcoming meetings, and any other important updates. Elizabeth can begin sending this out. Tuesday or Wednesday mornings are the best days for this to happen.

Mailchimp also has analytics available, which will allow us to see open rates, who opens them, click rates and more, which will allow an evaluation of the SWP communications.

Possible on the ground outreach includes neighborhood bulletin boards, information sheets that people can pick up at set locations, mailings to each address, and more. These strategies will require a budget.

VI. Social Media

The SWP needs to expand its social media presence to include Twitter, Instagram, an expanded

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Facebook page, and probably Nextdoor. Meetings are announced via these tools, updates on projects can be shared, and they are also a marketing tool for the SWP and the neighborhoods. Elizabeth is working with a student from the University of Baltimore who is interested in putting together a social media presence and strategy for the SWP which can then be passed on. The SWP has Twitter and Facebook accounts, and can easily join Instagram. However, it will need to be invited to Nextdoor.

VII. Marketing for Neighborhoods

Josh has contacted BCT Partners, a marketing firm out of New Jersey that specializes in neighborhood revitalization, for quotes and information on neighborhood branding strategies. These could include street banners, placards, lights, or whatever tools the neighborhoods decided. Each neighborhood could and should have its own branding strategy to celebrate what is special about the neighborhood. Each neighborhood could also have the opportunity to design its own logo. Work will need to be done to ensure that the branding methods (plaques, banners, etc) are sustainable and long lasting.

VIII. Updates

Scott and Kristin Faber are working on a PNC Transformative Art Grant for the Charm City Circus. The Circus would involve professional performers and community members and would travel from neighborhood to neighborhood putting on small shows and classes before ending with a parade down Carey Street and a big circus in Carroll Park.