



The NBA Board would like to sincerely thank all 55 Northside Business Representatives who attended the 2024 NBA Annual Meeting on Monday evening. All enjoyed great food from Morsel & Nosh, drinks from the Listing Loon, and great conversations and introductions before the program started.

The first small group discussion engaged in conversation evaluating the results of last year’s survey for 30 minutes. For purposes of efficiency, only the top 6 survey results were considered for discussion.

2023 NBA SURVEY RESULTS

	Top Priorities	Could/Should	Challenges	Best Use \$	TOTAL
Promoting (web, ads, social media)	21	12	7	7	47
Programming	20	4	1	13	38
NBD Beautification	8	6	6	9	29
Events	1	8	2	14	25
Revitalize blighted, underutilized, and/or empty buildings	2		9	9	22
Recruiting new business owners	2	4	4		10
Safety		2	3		5
Collaborate with other organizations	2	2			4
Fundraising (professional)		1		2	3
Part-time staff				3	3

At the end of the first small discussion, the following priorities were identified:

Ranking	Priority	Points
1	Promoting	6
2	Programming	3
3	Events	2 1/2
4	Revitalize Buildings	2
4	Recruiting	2
4	Fundraising	2
5	Beautification	1
6	Safety	1/2

Based on the results of the first small group discussion, the second small group discussion was reconvened and was tasked with completing a “Worksheet for SMART Goals” form. This worksheet tasked each small group to identify one Goal, based on one of the top three priorities from the first discussion. The table on the next page identifies (8) ideas for addressing the Goals and charting a pathway to accomplish those Goals. These (8) ideas will be the focus of the March 4th NBA General Membership Meeting @ 7:00pm. We welcome all to attend this important meeting where we will identify goals from this list that are achievable and have business support.

On behalf of the NBA Board and all attending, we would like to offer a huge thank you to Florence Rothenberg, owner of Heart of Northside, for generously offering the facilities (without charge) to hold the meeting on Monday night. The space was inviting and conducive to the large group that attended. Additionally, we would like to offer a huge THANK YOU to Northsider Gwen Finegan who planned and facilitated the meeting without charge for the NBA. NBA could not have conducted this meeting with the skills that Gwen professionally orchestrated.

Join the NBA, dues are currently due, <https://welcometonorthside.com/>

Small group discussion #2 results from 2024 Annual NBA Meeting

Name of Goal	Specifically	Measurable	Achievable	Relevant	Time-Bound	Sign-up to ensure implementation
	What will be accomplished? What actions will occur?	What data will indicate success	Is goal doable? Which resources are needed?	Does it align with broader goals? Is the result important?	What is the time frame or deadline for accomplishing the goal?	
Expanded promotion	Increased Marketing & on-line promotion of Northside Businesses. Print adds, online adds, events news, etc. Done by NBA Social Media Team.	Increased business patronage in Northside	Yes, it is already happening, NBA parking dollars to pay staff.	Yes.	Already happening, continue and ramp up.	(1) person signed up to volunteer (1) hour of time a month in addition to a cash donation
Community Re-Introduction	Re-introduce new and old residents to Northside & the Mill Creek. Block Parties, happy hours, pub crawls, Mill Creek event.	Community engagement / participatory attendance / consistency.	Yes, people and business partners with the NBA.	Yes, promotion.	Spring /Summer first event.	(6) people signed up total, (4) people signed up to volunteer (1) hour per month. (4) people signed up for an In-kind contribution.
Promote shopping & nightlife, promote Northside as a destination.	Create a Northside coupon booklet & market it outside of Northside. Market the booklet at Northside Businesses & events like the Carnival. .	10% increase in restaurant business revenue. 10% increase in business from people outside 45223. Track the traffis to the website & compare it to the # of booklets sold	Need money to print the coupon booklets and get local businesses to buy-in.	Yes, it could benefit the business community.		(1) person signed-up to volunteer (8) hours per month.
Northside Ambassador Program	Expanding safe and clean efforts to pick up trash, check in on businesses etc.	Hours spent, property condition survey, participation (business volunteers) crime stats.	People & money.	Yes	With a cash infusion, this could be implemented quickly, it could also scale up or down, or be hotspot focused.	(5) people signed up to volunteer at least (1) hour per month, (2) of them signed up to volunteer (2) hours per month, (1) of them signed up to volunteer (10) hours per month.
Promoting map and website / update.	Parking and business locations, physical sign(s) Maybe paper maps in stores? Sticker or QR code /passport	QR code sticker in business windows. Discount card book "Deck of cards"	Tech person QR Code sticker distribution	Yes	By summer carnival.	(5) people signed total, (4) signed up to volunteer (1) hour per month, (2) people signed up for a cash donation.
Physical messaging / Community Boards	Add advertising space in the form of community boards at suggested locations of Hoffner Park (corner) Chase & Hamilton, Frergus Park (revitalize existin) Jergens Park, & Northside Parking Lots. The physical bulliten Boards are locations where business and community memebrs can post. QR Codes would encourage NBA volunteers toclean up and update once a week. Put map of Business district in it. Maybe include scavenger hunt /geocoaching experience to gamify participation.	Boards are being used and updated. Visitors @ parking lots are directed to local businesses / events. Encourage business to ask "How did you hear about us" to track results.	Start-up costs should be relatively low. Boards should be sturdy & stcked with thumbtacks. Volunteers are needed to maintain the community boards.	Promition & programing.	Launch in spring and ready to go by May 2024.	(8) people signed up total with all of them willing to volunteer 1-2 hours per month. (4) signed-up for "some" cash donations.
Raise awareness / highlight existing and new programming.	More foot traffic, cross polination of local businesses, every business that would want too participate, build relationships with other businesses.	# of patrons, # of likes and reposts, increased partnerships between businesses, smiley faces, neighborhood buy-in, community integration.	Yes, in-kind, business partnerships, sharing resources, already existing businesses.	Yes yes.	Spring / summer 2024 Mabe June! Within a year.	(5) people signed up total, (3) of them were willing to volunteer one hour per month, (1) indicated a cash contribution and (4) indicated a cash contribution.
North x Northside Partnership NxNS	Draw attention to every Northside business involved in NxNS; getting all businesses + the NBA to stay open longer hours during the festival and cross promote the event via social media.	Track shares and likes on all social media profiles; Monitor to see if there is increased foot traffic for the weekend; Survey all businesses involved after the event tracking if sales were better than previous years sales for the weekend.	Yes. Ask NBA for funds for paid promotions on social media. Ask NBA for Maya's assistance to help with marketing and promotion strageties. Ask businesses to contribute.		May 25th-May 26th.	(7) people signed up total, (4) of them were willing to volunteer 1-2 hours per month, (3) of then indicated in-kind contributions, (1) indicated a cash donation.