



CTM Meeting Minutes
September 9, 2013, 7:00 p.m.
Clifton Recreation Center

Present: Ben Pantoja, Eric Urbas, Pat Knapp, Brian Curwin, Bruce Bernard, Michael Moran, Adam Balz, Buddy Goose, Tony Sizemore, Morgan Rich, Linda Ash

Absent: Ashley Fritz, Kevin Marsh, Joyce Rich

Police Report

No police report was given.

Fire Department

Captain Jim Kettler of the Cincinnati Fire Department reported that in August, fire runs began to increase with the campus populations returning to the Clifton area. Engine 34 is also working on multi-tenant housing inspections as school gears back up. The Clifton fire hall still has free smoke detectors to give to neighborhood residents.

Recreation Center

Tom Reese reported that the CRC is schedule to move out on October 1. Various programs currently using the gym have been assigned to different recreation centers in the area. Before- and after-school programs are being held at Fairview School. CRC will have temporary offices in the Clifton Cultural Arts Center building next door. Phone numbers will remain the same. CTM meetings during the construction period will be held at CCAC, beginning with the October 2013 meeting.

Approval of Minutes

Minutes from the August 2013 CTM meeting were approved.

Grocery Store Clean-up before CliftonFest

CTM President Ben Pantoja reported he spoke with Steve Goessling (owner of the building that housed the former IGA store) to let him know that CliftonFest is happening Sept. 27-29 and that it would be nice if the storefront area was cleaned up prior to the festival. Goessling assured Pantoja that the exterior of the building. He gave CliftonFest access to the storefront windows for event promotion, and will allow a special window painting activity inside the store during CliftonFest weekend.

Grocery Co-Op Meeting

Clifton resident Mary Rita Dominic reported that 10 neighborhood residents met August 28 to discuss the possibility of a co-op grocery store on Ludlow. She reported that Clifton Natural Foods would really like to have a location on Ludlow, and would potentially be interested in a co-op or multiple-vendor situation. One model discussed during the meeting was to have multiple vendors on-site within the building. Both worker-based and consumer-based co-op models were discussed, and attendees were assigned to visit various co-ops in the region, and make contact with resource organizations such as the Food Cooperative Initiative and the Cincinnati Union Co-op Initiative. The Cincinnati Union Co-Op Initiative is having a meeting in Northside in early September to include Northside, Avondale, and College Hill, and Dominic noted a Clifton resident should be there. The Clifton group will meet again on Sept. 10 and will have a booth at CliftonFest to survey neighbors

and promote the idea of a co-op. Dominic noted that in discussions about various co-op models, it was noted that to be sustainable, a co-op would need 600 members.

CliftonFest Update

Jan Checco Brown reported on the status of the CliftonFest celebration coming up on September 27-29 on Ludlow Avenue. The event is being promoted around town via posters, the CliftonFest Facebook page, Esquire/Mariemont/Kenwood movie screens, and the CTM website. The event has already generated a significant economic impact in the form of payments made to artists and musicians.

New events this year include a 5K run/walk on Sunday morning, a “biergarten” on Telford Avenue, various arts events including “Wine and Canvas” at the Om Café, a Grease sing-along at the Esquire, a window art event at the former Kellers IGA store, and a Pet Parade Sunday afternoon. In addition, the event will include the popular art carpets and many musical performances in addition to artist and artisan booths.

Betsy Black Appreciation

Clifton librarian Betsy Black is retiring after 30 years. In addition to being a warm and welcoming presence at the Clifton Branch Library for many years, she has served as a CTM trustee and has taken on many important duties beyond her term, including storing items for CTM, collecting mail, making nametags for CTM meetings, and extensive volunteering at CTM events over the years. Ben Pantoja publicly recognized Black for her unrelenting service to her community. An open house for Black and her retiring colleague Jenny Gomien will be held at the library on Monday, September 23 from 3 to 5 p.m.

Treasurers Report—Tom Dwyer

CTM Treasurer Tom Dwyer reported August revenues for CTM at \$1,462.69, while mostly was Chronicle advertising. Expenses were \$5,073.68 including \$3,660 in Chronicle production expenses, resulting in a negative outflow of \$3,610.11. Dwyer is anticipating a budget shortfall of about \$10,000 for the year. CTM’s cash position is \$88,224 as of August 2013.

The August 2013 Treasurers Report was approved.

Inaugural Golf Outing

Dwyer is organizing a golf outing fundraiser Saturday, October 5, at Avon Fields Gold Course. The scramble-format event will start at 2 p.m. and include a post-golf grillout and prizes. Proceeds will go toward a new sound system for CTM. The cost is \$75 (includes golf, dinner, prizes). To find out more, go to XXXXX

Tri-Health/Good Samaritan Donation to CTM

Trustee Bruce Bernard reported that Tri-Health have been contributing about \$6,000 each year to CTM to help support community events. This year they want to give \$2,500 specifically to support CliftonFest. The board discussed whether this amount would be above the normal \$6,000 contribution and whether CTM should deduct the \$2,500 from its planned contribution to CliftonFest. Bernard noted that the Tri-Health representative asked CTM to develop a list of items/events that it would like Tri-Health’s support on. After discussion, the Board decided to request \$6,000 from Tri-Health to help pay for improvements to the CTM community website (\$3,000), \$1,500 to support carriage rides during Holidays on Ludlow, \$800 for flowers/beautification, and \$700 for the annual Lantern Walk. Bernard will follow up with a letter to Tri-Health.

CTM Website Improvement

\$2,500 has been budgeted for improvements to the CTM website at www.cliftoncommunity.org. The Communications Committee researched new platforms for the continued development of the site and concluded that a WordPress (open source) platform would best meet CTM’s needs moving forward because it provides the flexibility for free updates, plug-ins, and other features. The key requirements for the website upgrade are an e-commerce module and the ability for more than one person to make changes to the site. The committee gathered

two price quotes from local web development firms and both were about \$3,000. On recommendation from the committee, trustees voted to contract with local firm Lohre & Associates Marketing Communications to upgrade the site. The company is owned by Clifton resident Chuck Lohre.

Business District Improvement

Morgan Rich, chairman of the Business District Committee, reported on the progress of consultant Kathleen Norris' work to help improve the Ludlow Avenue Business District. The primary challenge for increasing traffic to the area is lack of parking. Lack of a clear district "brand" is also an obstacle to growth.

So far the study has resulted in several recommendations:

- Install better signage directing people to the Merchants Parking Lot
- Investigate a district-wide valet service
- Provide parking information online so that visitors can plan trips and parking in advance
- Work with private parking lot owners to allow public parking after business hours and on weekends
- Create holiday events such as a holiday pop-up store
- Institute a regular special event (e.g., "Saturday Showcase) featuring special programming such as cool window display projects (e.g., "Ludlow Window Project")
- Dress up/beautify the district
- Use social media to attract visitors (Facebook, Instagram, Twitter)
- Create an integrated and cohesive brand for the Ludlow Shopping District, including a distinct name
- Use the branding and marketing program to promote the district's unique characteristics (walkability, diversity, creativity, eclectic, independent shops, entertaining)

Rich also noted that consultant Kathleen Norris is also meeting with property owners to discuss improvements to their properties. He noted that the grocery store and the former wine shop are the only vacant stores on the street.

Brian Curwin agreed that the district should be branded but not using the term "Ludlow," as Rich had noted. He said Gaslight Clifton is more recognizable to most people. An audience member concurred that Gaslight Clifton is a better branding platform than Ludlow, since it might get confused with Ludlow, Kentucky.

Two-Minute Trustee Reports

Ben Pantoja reported that he has been in contact with Cincinnati Metro about its new Metro*Plus route that offers limited-stop service directly connecting the busy Montgomery Road corridor to Uptown, downtown, and The Banks. Pantoja inquired if Ludlow Avenue could be added to the route. Metro representatives told him it was too far out of the way from the route, but that a Ludlow stop is being considered for a future Metro*Plus route along Hamilton Avenue.

Reporting for Trustee Kevin Marsh (absent), Tony Sizemore said Marsh contacted Duke Energy about repair of sidewalks on and in the vicinity of Ludlow Avenue in preparation for CliftonFest. Marsh appealed to Duke to prioritize the sidewalk repairs there and they agreed; subsequently, most of the trouble spots have been repaired.

Buddy Goose reported that for the past year he has been involved in a group called Citizens Engagement Action Committee, which is working with the city to facilitate citizen involvement in decisions made by city government. The committee recently submitted a proposal to the city outlining a process for engaging citizens in city government decisions.

Goose also reported he has set up a CTM booth at CliftonFest and needs trustees to help staff it. He also set up a Sign-up Genius site for CliftonFest that allows volunteers to sign up online.

Next meeting: October 7, 2013, 7 p.m., Clifton Cultural Arts Center, 3711 Clifton Avenue.