



## Bored of Directors Progress Report

Friday, June 16, 2006

Progress made since our first Midtown Mornings meeting, Friday, April 14, 2006 :

### Midtown Branding:

1. "Midtown, My Town" promotional theme created, along with artwork for friction stickers. Jakprints to produce.
2. Promotional t-shirts, ball caps - design in progress. Jakprints to produce and provide online fulfillment.
3. Midtown Blend - Label designed. Blend to be finalized by Phoenix Coffee for unveiling at June 28 CSU conference.
4. Midtown Card - Initial design developed. Initially, to be a "midtown supporter" type card, good for variable discounts, other benefits to be determined. Eventually, this card may function as a reloadable gift card and possibly a credit/debit card. Sponsor may be National City Bank.

### Midtown Environment:

1. Discussion of small green space at Mid-City Building, 3635 Perkins Ave. To be developed with help of a landscape architect and local developer, tbd.
2. Review of available Midtown facilities and open buildings for possible Innovation Cafe and networked center for businesses, entrepreneurs, incubators, etc.

### Midtown Networking:

1. Midtown Mornings - Every Friday at Nead Brand Partners, 3635 Perkins Ave., Suite 6 A, 7:30-8:30 am
2. Midtown Wednesdays - Hosted by i-Open, at Myers University. Held weekly, 5-6:30 pm
3. Midtown Brews - To be hosted monthly (at varying Midtown offices), beginning July 6, 5:30-7:30 pm at Webtego, 2530 Superior Ave.

### Midtown Communication:

1. Blog Site (phase 1) - mymidtown.com. Posted in early June. Additional functionality being developed so participants can post directly and coordinate initiatives via text threads.
2. Midtown Website - site map developed. Note: This may be replaced by an interactive "super blog".
3. Participation with Tuesdays at Future, Baldwin Wallace, and other innovation zone participants through NEO.
4. Midtown awareness survey - Test conducted June 16 at Midtown Mornings. Data to be gathered in time for an in- progress report at the June 28 "Building Innovation Zones" conference at CSU.

### Midtown Resources:

1. Funding Sources - ongoing research, initiated by Julia Zellner. Includes micro lenders and Neighborhood Connections.
2. Midtown Directory - Currently being developed by Rich Brehl; survey to be introduced at 6/16 Midtown Mornings session
3. Virtual Flyover- A virtual Midtown map and directory, based on the Google Earth application, is in the works. NBP has begun preliminary development discussions with David Allen Moss from Future at CIA.
4. Marco - we could list the org list from Betsey, plus our mailing list, plus ancillary groups like Cleveland Bikes, etc. Your thoughts?
5. Overview on i-Open and their main initiatives in building an innovation zone in Midtown?