



May 5, 2020 Meeting Minutes

2020 GENERAL MEETING ATTENDANCE												
MEMBER	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Albany Park	X	X	X		X							
Asherton Grove	X	X	X		X							
Blendon Chase	X	X	X		X							
Blendon Woods	0	X	X									
Clinton Estates	X	1	X									
Cooperwoods	X	X	X									
Devonshire	X	X	X		X							
Elevate Northland			X		X							
Forest Park	X	X	X		X							
Friendship Village	X	X	X		X							
Karmel Woodward Pk	X	X	X		X							
Lee & Ulry	1	X	X		X							
Maize Morse Tri-Area	X	X	X		X							
Minerva Park	X	X	X		X							
Northland Alliance	X	X	X		X							
NABA	X	X	X									
Parkshire Commons	X	X	X		X							
Preston Commons	X	X	X		X							
Rolling Ridge	X	X	X									
Salem	X	X	X									
Sharon Woods	X	X	X		X							
Strawberry Farms	X	X	X		X							
Woodstream East	X	X	X									
KEY	SUSPENDED & MISSED		SUSPENDED & ATTENDED		GOOD STANDING		NUMBERS DENOTE CONSECUTIVE MISSES					
	SUSPENSION (voting privileges forfeiture)		A MEMBER IN GREEN HAS PERFECT ATTENDANCE FOR THE YEAR				A MEMBER IN RED TEXT HAS BEEN NOTIFIED OF EXPULSION ELIGIBILITY					

Call to Order	Meeting called to order at 7:00 pm by Alicia Ward
Roll Call	<ul style="list-style-type: none"> Alice Foeller
Liaison Reports	
Columbus Fire Department Station 24	<ul style="list-style-type: none"> No report
City Attorney's Office Sara Pomeroy	<ul style="list-style-type: none"> No report

Columbus Police Department Officers Scott Clinger / Larry Geis	<ul style="list-style-type: none"> No report
FACT & Consider Biking David Roseman	<ul style="list-style-type: none"> No report
Columbus Public Library Liaison Keith Hanson	<ul style="list-style-type: none"> No report
Northland Area Business Association Dave Cooper	<ul style="list-style-type: none"> Board is meeting by Zoom. June luncheon is canceled. Working with the city to coordinate mowing and litter pickup. Litter cleanup by volunteers was canceled for May.
Columbus Northeast Lions Club Irwin Hott 614-263-5319 and Lisa Stackel 614-598-7516	<ul style="list-style-type: none"> No report
City of Columbus Community Liaison Alfred Akainyah aaakainyah@columbus.gov	<ul style="list-style-type: none"> Please complete the 2020 Census. Code Enforcement is working on how to get workers back into the community, so you should see code enforcement back out soon. Tyeisha Heidleburg had a complaint about civic leadership, but we don't know what group. From Dave Paul: Amy Byler Gingerich is a member of the board of the Community Development Corporation in Milo-Grogan called Cultivate. (Not in Northland) CDCs are corporations, and this is a matter to be handled within the corporation. No government or other organization has any influence on that, though the constituents of the CDC might. However, that would be a matter for them to talk with folks in Milo Grogan about (not in Northland). http://www.cultivatecdc.com/ Ken said people were hanging solicitations on doors and he was concerned that they were not wearing masks and touching people's doors. Who should it be reported to? Alfred will report to his supervisors and find out the correct channel.
Selected Discussions	
Round Table Discussion Rick Stein, Urban Decision Group	<p>Rick Stein is the owner of Urban Decision Group, a firm that studies commercial districts and looks at the impacts of e-commerce and other market forces on city business districts. We studied the 161 strip from I-71 to Ponderosa Blvd.</p> <p>We technically wrapped up in January, but since then things have radically changed, and we have been urging the city to allow us to update the study in light of current events.</p> <p>Presentation is in three parts –</p> <ol style="list-style-type: none"> Initial presentation pre-COVID-19; Information in the national scope on current situation; Speculation about Northland in the post-coronavirus days. <p>30% of 161 businesses owned by New Americans, much higher than the national average.</p> <p>40% of the demand for ethnic and specialty groceries is from outside of Northland – people are coming in from other areas to buy. Northland doesn't draw from surrounding areas for most items, but we do draw people for ethnic dining and specialty groceries.</p> <p>Most business owners did not rank crime as the most important thing. Visibility and transportation/access were very important. The "access road" ironically presents challenges for access and affects visibility because it is hard to see their signs and they are set back, and people want to avoid the service road.</p> <p>Average rent was \$11/sf triple net (\$11 per square foot annually, plus expenses and share of taxes and maintenance.)</p>

	<p>There is a lot of unused parking, even at peak times. There is a lot of trend toward using some of this space for multi-family housing to surround the shops and create a customer base.</p> <p>Customers arrive in their own cars, but many also walk and take the bus. We have stressed to the city that a stick in the ground is not a sufficient bus stop.</p> <p>Part Two</p> <p>In America we have way more retail space per person than other countries. More than double Australia. 5-6 times more than European countries. We also spend a lot more than other countries on retail goods. Our GDP in the U.S. is based almost entirely on consumer spending. But our middle class is shrinking, which means retail spending is going down.</p> <p>The mall is a thing of the past. The handwriting was already on the wall, but very few will survive this pandemic. Strip center, surprisingly, have been the most stable, filled with mom and pops. Community centers, anchored by a corporate store, are vulnerable. If the national corporation struggles, for example Payless Shoes, even a successful local store will leave and the remaining small stores will fail.</p> <p>Online sales have trended up to 12% gradually, but due to more online ordering this year, we predict it may go up to 20%. Omni-channel retail means a combination of online sales from e-commerce only stores and brick-and-mortar stores where you can order online.</p> <p>The large businesses who survive this, will get bigger and more dominant, but the small businesses will be worse off and may close. Half of all small businesses have less than 2 weeks of cash on hand. 1 in 5 restaurants will not reopen IF they already had takeout/delivery. 40% of all retail may never reopen again. 80% of retail and restaurants are moving some business to online</p> <p>Part Three</p> <p>There are 50 restaurants on 161. 74% have a website. Six don't take online or phone orders. 50% offer delivery. Delivery is going to be a huge thing from this point forward. If you interact with local restaurants, urge them to sign up with a delivery service or start their own or collaborate with other restaurants. 100% need websites.</p> <p>On Route 161, we have personal care (hair, nails, etc.) – 38 businesses. Some will not reopen. Those that do will have to figure out safety and occupancy, and how to get PPE when medical offices can't. Walk-ins might need to be appointments instead.</p> <p>161 has 11 small grocery stores and 8 convenience stores. We don't know how many do delivery. Going forward, they need a delivery component. How will they emphasize safety? They are going to want to encourage their customers to wear a mask so other customers feel safe.</p> <p>I was bullish on the area and I continue to be so. The issues that are affecting Northland are happening to everyone else. We aren't losing out to another area. The places who survive are the ones who are preparing now for a post-COVID world. The person who is in the starting blocks when the race starts will have an advantage over the</p>
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	<p>others. People who are preparing now will gain a competitive advantage. Having a website and a delivery option will be important. One of the big issues with apparel is trying on clothes. Clothes have to go into quarantine for 24 hours at Macy's. Smaller businesses may be more nimble and can innovate. However smaller businesses don't usually have cash to make changes, reconfigure stores, etc. Many of the support from the government is a loan. There will be people who have money to invest and can become silent partners to businesses who have potential to grow from this.</p> <p>This is unprecedented. People didn't write business plans that had a zero revenue situation factored in.</p> <p>Since much of the flavor of this business district are New Americans, they likely had a difficult time accessing the business assistance and loans from the government. Encourage them to contact someone at their local bank and get in line for the PPP, or any future program. Develop a relationship with their banker. Even those who received money may be eligible for future programs.</p>
NCC Officer Reports	
Treasurer Felix Quachey	<ul style="list-style-type: none"> Felix reported that 10 civic associations paid their money for joining plus their banquet assessment. He is finalizing the ability to transfer and separate the banquet assessments and to sync with the banquet and parade accounts and transfer. We successfully set up online contributions to the parade account for sponsors and entries. Felix says we do have some cushion, which is good because some of our regular donors and supporters will likely have to cut back on their contributions to us, for example for the parade.
Secretary Alice Foeller	<ul style="list-style-type: none"> Minutes are accepted into the record from last month, revisions and corrections having been entered into the final version.
Vice President Roger Davidson	<ul style="list-style-type: none"> No Report
President Alicia Ward	<ul style="list-style-type: none"> Elevate Northland has continued to meet. We know the businesses in our area will struggle or not be able to reopen. If we could get our incubator in place we could use it as triage for businesses to fall back. We are creating an e-commerce marketplace so each company doesn't need to build its own shopping cart website, which can be expensive. The City of Columbus is coming up with financial lending assistance for struggling local businesses.
NCC Committee Reports	
Independence Day Parade Committee Web site is northlandparade.org <u>Roger Davidson</u>	<ul style="list-style-type: none"> We have a new Pay Online link on the parade website. Roger displayed the easy form to accept payment and donations. We are currently in wait-and-see mode as to whether the parade will go forward. Like everything else, it's up in the air. At some point we will reach a time when we can't put it together in time if we are allowed to go forward. We will have to make a call at that time. Felix commented that it would be hard to comply with social distancing and group gathering limits, depending what they are. Felix recommended early June as a decision date, and Roger commented that may be too late. Late May might be required to do prep with insurance, permits, etc. There was group discussion about the viability of the parade, and after constructive input from several members about the direction

	<p>of state government and other events a decision was made to call off the parade for 2020 and postpone to 2021.</p> <ul style="list-style-type: none"> • Roger moved to cancel the parade for this year. Dave Slowbe seconded. All voted in favor with none were opposed that we could detect on Zoom. Motion carries.
Banquet Committee Alicia Ward	<ul style="list-style-type: none"> • The banquet is still being postponed but does not have a hard date to decide. The fall becomes difficult to plan the banquet because Alicia coordinates many candidate forums for the elections at that time. You can keep submitting names for volunteer awards. They will still be honored even if we can't have the banquet this year.
Development Committee Dave Paul, Chair	<ul style="list-style-type: none"> • Development Committee met by Zoom. The first case was to rezone some narrow lots to accommodate a 2-unit house and a single-family house. We recommended against this proposal as it did not suit the area. • Request to rezone an area on Thompson Road to AR-1. We recommended they come back to us, and they may do that. The issue was tabled. • There are two businesses that share some parking and maneuvering space on Hamilton Road. We are recommending approval for them to share the space as an easement. • There was a look-see for a multi-family development on Cherrybottom Road. We communicated that we were unlikely to support it at the current density. • This was our first official meeting on Zoom, and it went smoothly. We want to make sure people have access to weigh in. Area Commissions around the city are also figuring out how to meet by video, probably on the city's Webex account.
Graphics and Code Task Force Bill Logan, Coordinator	<ul style="list-style-type: none"> • Dave Paul reported that Bill was hospitalized and will be taking it easy for awhile. He's not in any danger but please keep him in your thoughts.
Additional Discussions	
Other Old Business	<ul style="list-style-type: none"> • None
Other New Business	<ul style="list-style-type: none"> • None
Open Forum Comments, Announcements	<ul style="list-style-type: none"> • None

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