

TRANSFORMING COMMUNITY IMAGE

SOUTHSIDE VISION 20/20

DATE: Monday, January 28, 2019

Attendance

Community Members: Mary Foltz, Anne Evans, Bekah Rusnock, Glenn Koehler, Roger Hudak, Stacie Brennan

Staff: Anna Smith, Yari Colon-Lopez

Spring Intern – Brooke Thomas from Moravian College

Anna mentioned that CADCB will host an intern from Moravian College for the spring semester. Brooke will be charged with working on the Southside Proud Flickr as well as creating Instagram posts for the campaign. She will be working four hours a week.

Lehigh Mountaintop Project Update

Mary shared that she submitted a proposal for the Southside Proud/*Southsider* Mountaintop Project in December, but that the deadline was extended to February 1st so she has not yet heard back. She expects to receive a response by the end of February. The proposal would allow for one graduate student and two undergraduates to receive funding for the summer of 2019.

Southside Proud Merchandise Update

The committee reviewed merchandise that was ordered, including the Flickr postcard and decals for businesses, which will be distributed once the Flickr page is finalized. Staff also have car decals and business cards to distribute with all Southside Proud merchandise, as well as drawstring bags and foldable fans.

Current Budget and Proposals for 2020

The committee discussed uses for the \$6,000 budget for this spring. These funds were initially set aside for interns; however, depending on the results of the Mountaintop Project application, they may be available for other projects this summer. The committee will wait to make decisions on the use of funds until hearing from the Mountaintop Project.

Bekah suggested hiring a “street team” of high school students to help distribute merchandise at events throughout the summer.

Southside Updates

Stacie mentioned that the Southside Arts and Music Festival will be held on May 3rd and 4th at the Banana Factory, and will include a mural installation, a showcase of Southside talent, and other community art installations.

Stacie also mentioned that a location is needed for the Southside Proud mural created last summer. Some potential mural locations included the wall by Pulaski Park, the Hayes Street Lofts, The Lodge, and Brinker Lofts. Anne said she would reach out to Aharts about permission to install a mural on their building.

Stacie mentioned that a call for artists will be released for gateway sculptures at gateways to the Southside.

Mary mentioned that the Southside Initiative is sponsoring a series of free community films at ArtsQuest. Upcoming films are Strange Victory on February 27 and a film on universal basic income on April 8. Both are at 7:15 pm and will be followed by a panel discussion.

Mary updated the committee on the Pedestrian Bridge project. With support from the City, a feasibility study will be commissioned to determine potential locations and cost of the bridge. The organizing committee will be speaking at City Council at the end of February and will eventually be working with the Lehigh Valley Planning Commission as well.

Glenn mentioned that the museum will be launching a new exhibit in February on 100 years of radio. They are also partnering with PBS Es Tiempo from February through April on two minute spots in Spanish on Mexican workers in the 1920s at the Steel, a cement kiln investor, and a Latino steelworkers oral history program.

Finally, Roger mentioned that the Sands sale continues to work its way through the regulatory process; however, current staff will remain, including Susan Stachowski who handles donations.

The next meeting is scheduled for February 25 at 9:30 am at The Lodge Café.