

Old Town Battle Ground Revitalization Ideas 2013

Design:

Specific:

Lights in trees

People out on street gathering, eating

More color

Greenery

More awnings

Outdoor heaters for outdoor dining

Painting facades— 10% discount at BG Paint

- Quality
- Historic colors (with leeway)

Flowers

Welcome pennants on lampposts

Mural tour, start with community mural at start of Old Town? Small mural tour.

Play area for children in Central Park, benches, performance area?

Gathering spaces

Lampposts—vintage or at least darker, classier cobras

Roofline lighting on buildings

Public Art

Welcome signs at old town gateways

Clean up day

Connection with BGV along Grace

Bulb outs

Placement of BG History sign

Revamp of courtyard area by Happy Family

Global:

Consistent look/branding

Wow factor, eye catching

Attractive

Good image

Cleanliness

Walkability

Safe

Organization:

Work with City on solutions to slow down traffic

Student volunteers from the schools

Want to get started now

4 committees organized

Volunteer recruitment and coordination

Membership

Fundraising

Connections with stakeholders

B&O tax incentive program if MSP is formed

Promotion:

Specific:

More activities for First Friday (add to what's happening)
Battle Ground Buzz promoting all events, get the word out
Scavenger hunt for adults

Global:

Authentic marketing--affordable vintage, wineries/tasting rooms, healing arts
Merchants promoting together for events and in ads Marketing town--PPTBG Community pride activities
A place you want to visit
Reflector for all launches
More events
Strong family value events, family value centered

Economic Development (Restructuring):

Specific:

Have merchants agree to stay open later together
Food trucks at Cruise (max of 5 permanent in City of BG, must be 100ft away from competing biz)
More restaurants
KAB motor building turned into youth or nonprofit center?

Global:

More evening hours
Reasons to come
Merchants understand the importance of marketing and staying open
What businesses to recruit?
Work with city for easy permitting and education process--we are open for business and we welcome you!
B&O--work with organization committee
Education of businesses for success
Businesses referring to each other and collaborating together

In attendance: Rick Weisman, resident; Rachael Johansson, Johansson Architecture; Dawayn Babb, resident; Meredith Babb, Meredith's Cleaning Service; Nancy Iannarone, NW Accounting Professionals; Jane Elder Wulff, writer, BG historian; Jessica Herceg, City of BG Community Development; Derek Huegel, Urban Basics/Wolf Industries; Curtis Miller, BG Buzz; Veronica Mirehouse, Harvest Nights Car Cruise; Dan Mirehouse, Harvest Nights Car Cruise; Lalonie Walker, Nest; Mike Galeotti, Galeotti's Wine Cellar; Carrie Schulstad, Battle Ground Chamber of Commerce.