

Meeting regarding Farmer's Market – March 4, 2011

1. Attendees

- Suzanne Ewing, Farmer's Market
- Jerry Paytas, Fourth Economy
- Steve McKnight, Fourth Economy
- Brandi Rosselli, Mackin

2. Farmer's Market Details

- Operates mid May to end of October every Thursday from 3 to 6 PM (beginning 8th season)
- Permanent location secured in lower parking lot across from the Observer Reporter (on Main Street)
 - Did look at the Wylie Train Station, but this did not work out
- Fundraising for a permanent roof structure to be built in the parking lot
 - Used local share money for an architect to design structure
- Have 22 full time and 10 visiting vendors
- Publicity
 - Newsletter – 1,300 subscribers
 - W&J students working on the website
- Wide range of ages attend
 - Seniors, students and families
- Provide music – get local musicians to play for free (always booked)
- Have corporate sponsors

3. Opportunities / Observations

- Have tried to work with retailers on "Merchant at the Market"
 - Some have been successful - Local chefs will have a booth and cook
 - George Washington Hotel has started to offer events on Thursday afternoon (to coincide with the Farmer's Market)
 - Have also tried discounts with retailers
 - Picking a focal business each week could work
- There is a community table for non-profits
- Willing to work with the City to partner on activities if there was an effective mechanism
- When structure gets built, it will be rented out when the Farmer's Market is not using it
- Need to provide something unique downtown
 - Farmer's Market is proof that people will go downtown if there is a reason (parking has not been an issue for them)
 - Liked the idea of an antique co-op/consignment space, or Brewer's Fest, or Wine, Whiskey Rebellion...
- What is the potential to allow W&J students to use their J Cash?

Meeting regarding Washington and Jefferson College – March 14, 2011

1. Attendees

- Tori Haring-Smith, W&J
- Denny McMaster, W&J
- Tim DiSalvio, RACW
- Jerry Paytas, Fourth Economy
- Steve McKnight, Fourth Economy
- Brandi Rosselli, Mackin

2. Initial Recommendations – Economic Development

- **MOST IMPORTANT ITEM** - Comprehensive Plan needs to identify a “theme” for the City and Borough
 - Needs to be authentic enough to take root – not a generic shopping district that competes with the suburbs
 - Examples : Whiskey rebellion, Wash Arts, Music, Antiques
- College is willing to be an active partner in implementing the Comprehensive Plan, but they cannot be the only one to lead activities
 - It is in their best interest to see the City be successful
- Would support the formation of an Economic Development Council or Roundtable **IF**:
 - It replaces all the existing organizations (or brings them under one umbrella)
 - Has a clear mission (and follows that mission)
 - Works effectively with the City, College, Borough, etc.
- W&J needs dorm space and housing options
 - 2nd floor student housing will not work downtown
 - Too costly to bring up to code and make ADA compliant
- Have discussed opportunity for students to use “J cash” at retailers in the City
 - Equipment is too costly for the merchants (price is between 10 and 15 k - can't recoup their costs b/c of the low student population – this works better for bigger schools)
 - Option for merchants to provide discounts to students with IDs is possible
- Interested in working with the City on the athletic complex (identified in the Central Business District Master Plan)
 - Need to determine if there is enough room at the identified location (corner of College and E Chestnut) – they need to build to NCAA specs
 - May 1, 2011 is the City's deadline for moving forward – the college may not be able to make a decision by then
- Main Street needs to be moved to S College Street
 - Best location to cluster new development would be E Cherry Avenue(from 4E map) – most students live near Beau and College
 - Businesses should have a “cool factor” to attract students – need to build ambiance not just provide a service (inexpensive is good for college students too – i.e. cheap but good mexican, coffee shop, etc.)
 - With only 1,500 students that are not even here in summer, you can't have businesses that depend on students alone
 - Locate restaurants along College and provide outdoor seating – open up the street
 - Operating hours of existing businesses is a problem (most close at 4 PM – students are still in class)
- W&J is doing most of the items noted under the Collaborative Opportunities from the Blueprint document
 - Recycling in place
 - Currently collaborate with the United Way (just not sure about the human needs)

- assessment)
 - Currently work with Community Action Southwest
 - There is a community liaison at the college (just not a full time position – don't think that is necessary)
 - There is an office for student volunteers – they get a lot of requests
 - Faculty do participate on local boards (not sure you need incentives)
 - W&J students do actively participate in local service campaigns (students give 15,000 hours of community service per year)
- Lifelong learning
 - W&J is currently informally surveying local businesses regarding training needs
 - Would like to become a center for energy policy
- Would like to create a small business incubator – currently the some business majors do work with existing businesses, but nothing formal
 - United Way building on Cherry would be a good location
 - IUP has done this successfully
- Trolley system needs to be reinstated into Pittsburgh – people would park in Washington, get on the trolley to go into Pittsburgh and work, and when they come back they can visit shops and go back home
- Behind the scene players (i.e. important property owners but don't own businesses) that need to be involved:
 - Steve Richmond – Washington Trust Building and land behind Citizen's Library
 - Billy Joe Sanders – buys land and resales at higher price
 - Ed Murasic – Falconi

Meeting regarding Washington Hospital – March 28, 2011

1. Attendees

- Gary Weinstein, Washington Hospital
- Jerry Paytas, Fourth Economy
- Steve McKnight, Fourth Economy
- John Swiatek, GSP
- Brandi Rosselli, Mackin

2. General Information about Hospital

- Hospital has no intention of moving
- W&J has a great pre-med program and they do shadowing and internships at the Hospital
- School of Nursing (affiliated with the Hospital) graduates 50 students per year – graduates mostly go mostly to Washington, Green and southern Allegheny Counties. The school has a relationship with Waynesburg to provide BSN
- The hospital will not add employees, but affiliated units such as WA Physicians Group or the Greenbriar Treatment Facilities are adding jobs
- Have 30-40 properties in WA and Greene counties
- Hospital does lease several properties within the City Boundaries (Leonard Ave.)
- Hospital is continuing to invest in the Rt19 Corridor, extended primary and specialty care to those locations
- Most of the Doctors at the hospital live in E. Washington, Strabane and Peters
- Washington Hospital at 2,300 employees is the largest employer in the City
- Hospital is open to participating on additional planning activities or other core development approaches (Councils) for the City
- Hospital does have a foundation which it relies on to fund some programs and services that are not profitable but are considered high value for target constituencies - They do not want to stop those services simply based on profitability

3. Issues

- Parking - other hospitals have free parking
 - They are one of the highest cost community hospitals in SWPA - need to cut costs. The future is higher quality care at a lower cost
 - Goal is to remain independent and full service
 - Competition is picking off the high value services, making it harder to offer other services like Obstetrics and Psych
 - Housing in the surrounding area is relatively cheap, but getting more expensive - some low cost housing options might benefit the hospital's employees
 - City special pension tax hit is a big issue, especially for high income doctors who are mobile
- http://www.washjeff.edu/uploadedFiles/Human_Resources/Human_Resources/What%20is%20the%20City%20of%20Washington%20Pension%20Distress%20Tax.pdf
 - What is the City of Washington Pension Distress Tax?
 - A tax for the special tax under Act 205 for the specific purpose of raising revenue to defray costs related to the pension plans of the City of Washington in the amount of one and one-six three five tenths of one percent (.635%) is hereby imposed and continued on all earned income received on or after January 27, 2009, by residents of the City of Washington, and imposed and continued on all earned income received on or after January 27, 2009, by non-residents; and imposed and continued on the net profits earned on or after January 27, 2009, of businesses, professions, and other activities, except corporate entities, conducted in the City of Washington.