

Sub-Committee Name: RETAIL MIX

Meeting Date: September 19, 2006

Sub-committee Coordinators:

Volunteers:

Denise Jillson, Harvard Square Business Association
 Karen Kelly, Cambridge Local First & Cambridge Artist's Cooperative
 Don Mace, Finard & Company
 Jinny Nathans, Resident
 Alexandra Offiong, Harvard University Planning Office
 Yale Turner, Vision House
 Kerry, Grendel's Den
 Frank Kramer, Harvard Bookstore

				NOTES
Encourage the collection of data useful for attracting new retail business to Harvard Square	Gather demographic data of residents around Harvard Square	Census 2000, Claritas, Finard & Company (Don Mace)		
	Collect data on Harvard Square visitors & shoppers, perhaps using an intercept survey	HSBA volunteers or interns		Might be able to find sample intercept survey from National Main Streets organization. Sarah Rahman will do some research.
	Collect in depth Harvard Square real estate information, including total and vacant SF, mix of office and retail space, etc.	Finard & Company (Don Mace)		
Promote exchange of information with property owners and potential new tenants	Convene a meeting of Harvard Square property owners to discuss rents, retail mix, and other concerns.	Harvard Square Business Association, John DiGiovanni	Denise Jillson	
	Develop information on why businesses should want to locate in Harvard Square with explanation of upcoming physical improvements, past and present business success, and other useful data and statistics	Harvard Square Business Association, City		Consider whether this information could be posted somewhere on the HSBA website to inform potential tenants of the benefits of locating in Harvard Square. The webpage could provided a link to the City's website for information on the Harvard Sq. infrastructure project.
Explore options to improve retail mix	Establish an anchor destination in Harvard Square with a unique retail shopping experience (ex: indoor farmer's market)			Consider impediments, such lack of space for delivery trucks to be stationed.
	Find a location in Harvard Square that can provide small spaces for new and innovative retail ideas.			