

Parsons Area Merchants Association

2023 Annual Report



Our Mission - - The Parsons Area Merchants Association strives to provide resource information to area businesses to promote commercial revitalization and stabilization within a diverse business environment.

Our Vision - The Parsons Area Merchants Association will establish a collaborative partnership of stakeholders to implement innovative resource business models to ensure continued business growth.

Organization & Networking

- **Board of Trustees Meeting Schedule** - the schedule for meetings of the full board is quarterly. The scheduled months are February, May, August and November, subject to change. Since May 2020, all PAMA trustee meetings have been virtual or hybrid virtual.
- **Monthly Stakeholder Meetings** - have been changed from a luncheon meeting to 9:00am meetings. Every other month a scheduled speaker presents relevant business or community related information. It is also an opportunity for stakeholders to share information and voice concerns. Meetings are held the first Wednesday of every other month. Since April 2020, all PAMA stakeholder meetings have been virtual.
- **Social Hour Networking** - what began as Third Thursdays changed to Third Tuesdays. It is an opportunity to network in a social environment and allows PAMA to highlight and promote area establishments. Social Hour Networking has been suspended since April 2020.
- **ParsonsArea.com** - the organization's digital platform has been updated to new branding and layout. The site is intended to share information with members, stakeholders, and supporters. It includes links to PAMA membership, calendar of monthly meetings and events, business resource information, and PAMA organization information.
- **PAMA Newsletter** - the PAMA Communications Committee put together a newsletter template with a goal of rolling out quarterly issues in 2023.

PAMA INCOME STATEMENT

January 1 - November 30, 2023

Revenues

Memberships	\$594.44
614 Beautiful Grant+Matching Funds	\$15000.00
NCR Draw	\$6000.00
<i>Total Revenues</i>	<i>\$21,594.44</i>

Operating Expenses

General and Administrative	\$966.27
614 Beautiful Expenses	\$13,804.00
Fruit Park Maintenance/Utilities/Planters	\$520.10
Insurance	\$1379.00
Neighborhood Organization Support	\$550.00
- Ganthers Place-Garden Tour \$50.00	
- Open Shelter-vandalism recovery \$500.00	
<i>Total Expenses</i>	<i>\$17,219.37</i>

NET INCOME **\$4375.07**

Ending Balances – November 30, 20223

PAMA Cash (includes previous Ameritrade/Vanguard)	\$10,491.15
PAMA Monument-Bricks	\$2,180.34
CARES+NCR Dollars	\$9,000.00
614 Beautification	\$1,171.00
Fruit Park	\$1,704.14

TOTAL **\$24,546.63**

2023 Trustees

Kathy Green, President
Green Quarters, LLC
Curtis Davis, Vice-President
ICS, Information & Communication Services, LLC
Lisa Snyder, Secretary
Neighborhood Design Center
Carla Fountaine, Treasurer
Nationwide Children's Hospital
Donna Bates
Retired, State of Ohio
Allegra Angelini
The Fort
Brian Daniel
Dawghouse Pizza
Harry Zeller
Habitat for Humanity
Tom Roesch
Iron Fortress Security

Anne Heidrich, Columbus Metropolitan Library, Ex Officio
Brian Higgins, Parsons Avenue Redevelopment Corporation, Ex Officio

2023 Membership

SILVER MEMBERSHIP

Fuhr Software, Inc.
Reaf Co
Short North Alliance
The Fort (KDL Properties)

BRONZE MEMBERSHIP

AHC Inc.
Bingo Bikes
Community Development for All People
Compton Construction LLC
Foley Tile
Green Quarters LLC
ICSC
Neighborhood Design Center
Parsons Avenue Redevelopment Corp.
The Citadel 614

INDIVIDUAL MEMBERSHIP

Douglas B. Wert

2023 PAMA President Report

2023 was a challenging year for Parsons Avenue and Columbus' South Side with rising interest rates, low unemployment, inflation and increasing property values. In addition, we have experienced an influx in unhoused individuals as they also experience challenges and support from South Side social service agencies.

For the Parsons Area Merchants Association, we continued to operate this year with an all-volunteer administration. As individuals and volunteers, we also have experienced challenges this year. We are grateful to the PAMA officers, trustees and members that have stepped up to support the PAMA strategic goals by implementing one or more actions either as a part of a committee or as an individual. We say farewell to trustees Tom Roesch & Donna Bates (past president).

PAMA is also blessed to have great working relationships with our partners –

Columbus South Side Area Commission – PAMA has especially been engaged with the CSSAC Zoning Committee co-chaired since then by PAMA President, Kathy Green who also serves as the CSSAC vice-chair. PAMA also engages with the CSSAC Public Services Committee chaired by Justin Soltesz.

Community Development for All People – CD4P has several services operating on Parsons Avenue and are working on affordable housing projects and maintain several social services initiatives on the South Side. CD4P led the Avenue for All event this year.

Community Housing Network – CHN has provided mowing services for the South Side fruit park as well as active volunteers for fruit park workdays.

Nationwide Children's Hospital – Carla Fontaine serves as the PAMA Treasurer. NCH supports also our South Side Thrive partnership, funding for the new Parsons Avenue banners and programming efforts on the South Side.

Neighborhood Design Center – Lisa Snyder serves at the PAMA Secretary and co-chair of the Governance and Communications committees. NDC also supports the city's Power of One, 614 Beautiful and Small Business Agenda programs.

Parsons Avenue Stakeholders Group – This group meets monthly and is aligned to improve safety, communication, coordination of services, appearance & addressing the vacant properties on the avenue. We look forward to partnering further on these efforts.

For 2024, we hope to continue engagement with Parsons Avenue stakeholders – especially our South Side businesses. Wishing you all the best for the new year.



Kathy Green
President, Parsons Area Merchants Association (PAMA)

2023 PAMA Accomplishments

- Communications committee:
 - Maintained updates to the PAMA website and PAMA emails
 - Updated PAMA postcards for distribution at events
 - Amplified messaging from Columbus Small Business Agenda
- Recorded all virtual Stakeholders meetings and updated YouTube PAMA channel
- Partnered with Ganther's Place for the February 2023 Chocolate Hop on Parsons Avenue
- Partnered with Community Development for All People on June 2023 Avenue for All event on Parsons Avenue
- Maintained Fruit Park per contract with COCIC utilizing Franklin County Master Gardener support and lawn maintenance by the Community Housing Network
- Maintained Southern Ohio Chamber Alliance relationship - offering membership benefits to members, updating members via Stakeholder meetings
- Contributed to Columbus South Side Area Commission (CSSAC) regular business and specifically commercial rezoning as growth comes to the south side
- After winning the 614 Beautiful Grant with Southeast Lions and All People Arts and with support from CD4P, CSSAC and Nationwide Children's Hospital, 80 new banners were installed on the Avenue with two quarterly clean-ups sponsored by the Southeast Lions completed
- Participated with the Parsons Avenue Stakeholders group during monthly meetings beginning in June 2023 to discuss multiple areas of interest with neighbors and community leaders, city officials, nonprofit partners and business owners

