

Nokomis East Business Association Minutes 11-15-16

Attendance: Tom Odegard, Scott Wende, Solveig Corbin, Neal Oxendale, Earl Netwal, Michael Hennessey, Wendy Brown,

Absent: James Vande Castle and Kyle Heino

Guests: Patrick Jensen

Meeting called to order 6:40

Pre-meeting discussion noted two new guests at tonight's happy hour. Bob Albrecht and Karen Gillen. Both Realtors with different firms who live and work in the area.

Minutes of last meeting were approved.

Treasurers report indicated a current balance of \$3592.25 with additional funds in hand but not yet deposited.

**Discussion of annual dues and membership.** Two concepts were discussed. On one hand declaring an annual calendar based dues with the goal of simplifying the billing to once a year. The other option to continue with an anniversary of membership approach.

Some members are paying via annual now via paypal. While this has been an issue for some upon unexpected renewal, it appears to be working with others.

At a prior meeting James Vande Castle recommended a free invoicing system <https://www.waveapps.com>

An argument was made that having money coming in throughout the year was desirable.

Neil volunteered his sister in law – Jen to assist in setting up an invoicing system.

A motion was made to keep the annualized system for all existing members, at their current membership level, on their anniversary dates using the WaveApps system. And to invoice all lapsed members who are not current effective on Jan 1 of 2017. The motion was passed.

Anticipated action include:

Solveig and Neil getting together with Jen to set up system and to report back any issues that need to be resolved.

Scott volunteered to draft a letter to members to detail new dues procedures. Which could be mailed with invoice or potentially inserted with next newsletter, but the exact details were not pinned down.

A new membership drive was anticipated in the new year leading up to the April annual meeting.

### **New Business Packets**

Discussed need for a formal packet of information on NEBA to be used as a presentation piece to use to welcome and recruit new businesses that set up in our area. Could include past newsletters, a membership application, discussion of dues levels, and more?

In their absence, the two members of the Communication Committee were charged with the duty of coming up with such a packet.

(Thought was simple but professional which seems to be up their alley.)

### **NENA New Resident mailing.**

Dave Colling has been working for several months on a mailer that NENA intends to send to every resident in the area. This mailer evolved out of the process NEBA was involved in when we were lead to believe we would have direct access to their 81K of funds for economic development.

The package is nearing completion, and Dave had hoped to get NEBA input at our regularly scheduled meeting last week, which was rescheduled to today due to last Tuesday being election day.

There is apparently space on the back cover for NEBA, and the possibility of having coupons for local businesses.

Dave was unable to meet tonight with us as he is meeting with the NENA committee on the project simultaneously.

He was hoping one or more members would meet with him to provide NEBA input.

We do not know the timing they have in mind for the mailing.

Lacking detailed information, the board discussed various options.

Solveig agreed to meet with Dave the following day and report back via email to the board.

The initial idea from us was to have a mailer that would be sent to new residents as they moved into the area, with the idea that it would be sent not just to area residents but to those outside the immediate area as well.

Could we access a surplus run of copies for future use in that manner. Do we have time to recruit coupons from members and non-members, what happens if we miss someone who would have wanted to be included. Who would actually do the solicitations. And more issues were raised but not answered.

### **34<sup>th</sup> Ave Rebuild**

Scott reported on meeting with Public Works. The work envisioned would be for 34<sup>th</sup> Ave from the Parkway to the Crosstown, and would be a full rebuild with new sidewalks and street lighting.

The work would occur in 2018.

An initial open house on the project will occur on Monday Nov 28<sup>th</sup> at 6PM in NENA's new offices. City Council members, and Public Works people will be in attendance for an informal discussion of issues and opportunities.

It is anticipated that they will kick off a series of planning meeting for input.

Properties along 34<sup>th</sup> Ave will be assessed for the new work in a manner consistent with other similar city projects.

Board discussions centered on using this as an opportunity for NEBA to play a role as a communication avenue to local businesses. The need to help those who will be negatively affected during construction, in terms of business promotion, access to parking and other issues was mentioned. General support for the project and the potential positive it could have to the area, tempered by the need to mitigate issues.

The consensus of the board seemed to be that we could use this event as a positive way to build the organization.

### **Bike Racks**

No new info. Seems that they are behind schedule in installation. May still show up this year.

### **Tree Lighting**

Everything seems to be on track. Nov. 26, from 4-6 with Tree Lighting at 5:30. Tree is arriving next Monday, Santa is lined up, Same photographer and Facebook pictures. Cookies and Hot Cider donated by Oxendales will be sold to benefit Roosevelt High Schools holiday food drive. Library will be there.

Big issues, will need more volunteers for the event. If you are able to help let Neil know via email to [neil@oxendalesmarket.com](mailto:neil@oxendalesmarket.com)

### **Next Board Meeting**

The next board meeting will be a dinner to which spouses are invited. Neil and Michael will be making arrangements. Initially thought to be at Al Vento, but discussion turned to having a catered event in the MacDonald's tasting room where we normally meet.

### **New Board Member**

Guest Patrick Jensen introduced himself, and having survived sitting through a board meeting was deemed a valiant candidate to fill the board seat of Ken Brown who has not attended meetings.

Being agreeable to the suggestion, he was voted in and is most welcome.

Patrick is with Edward Jones, and lives in the area and is looking forward to establishing his own office, somewhere in the area down the line.

### **Spring Block Party**

The PTA has submitted an application for the Spring Block party on Saturday March 25. Some discussion on the expenses related to last year's event and the need for subsidy by our treasury.

Draft minutes subject to additions and corrections.

