

Nokomis East Business Association Minutes 7/12/2016

Present: Scott Wende, Solveig Corbin, Neil Oxendale, Kyle Heino, Michael Hennessey, Earl Netwal, Wendy Brown

Absent: Tom Odegard, James Vande Castle, Ken Brown

Guests: Michael Jones (Faith Lutheran for Tom) Dave Colling (NENA) Kerstin Erickson (Nokomis Shoe)

Call to order at 6:30

General Discussion of attempted break-ins at McDonald Liquor, similar incident at Faith Lutheran. Shop Lifting issues noted at Nokomis Shoes, Neil Reporting issues they have experienced. Possible exchange of photos discussed of suspected shoplifters.

Dave Colling of NENA reports on

Better Bus Stop effort underway in the Bossen Terrace area.

Nena is close to picking a new logo for itself, which will be used on new stationary, cards etc, now that they have moved to 54th Ave. This has become a prerequisite for things like the bike racks and welcome packets.

Welcome packet development will come soon. Preliminary discussion on format so far have not been finalized. Will be two efforts, initial NENA wide distribution to all households, with second aspect a monthly mailing to people who move into the area.

Comment by Earl Netwal, that Business goal was to reach beyond the immediate neighborhood to residents in adjoining neighborhoods to draw them into the area. Dave will carry that message back to NENA.

NENA will be sponsoring a Picnic in the Bossen Terrace area in August. They have hired a part time outreach staff to assist in organizing in the area.

They helped promote the 1st Summer Concert via their email list and website.

Working on This years Monarch Festival on 9/10 the day before our block party. Trying to get more Food Trucks that last year. Aiming at 15. Board member Kyle Heino offered a possible resource. Expect 8-10K more people at this year's Monarch event.

Minutes of past meeting approved

Discussion on distribution of minutes to members prior to formal approval. Plan agreed to includes minutes being distributed to Board Members the day after the meeting, with Board members to suggest any changes within 72 hours, with Goal of making Minutes available as early as the following Monday.

Rather than emailing minutes, they may be added as a PDF on the website and a link to them as part of a planned once a month email to members. Minutes thus distributed would be marked as a draft subject to change, at next formal board meeting.

Treasurers Report: Balance on hand \$3424.12 In Tom's absence due to his wedding anniversary, no details on the past months expenditures, although the total was significantly less than the balance reported last month.

Communications Report: James is on Vacation, but Kyle reported they are planning a once a month emailing with a new template. Goal is to have fewer more meaningful emails.

Next newsletter will focus on Block Party and will feature Paddle Sculpt. Goal is to have it mailed to the list of 125 businesses by late August. May include a listing of new/renewing members as a regular feature.

Membership: Solveig reported on a new member and launched a general discussion on billing of members. The use of Paypal for automatic renewals, the fact that some members were surprised at the renewal fee, the benefit to the org to have the automatic renewal process, but reality that for some this is an issue. Is there a possible better invoicing option on Paypal? Some members prefer to pay by check.

Possibly we could include invoices with the newsletter mailings quarterly? Agreed to keep this item front and center in minutes until we evolve a sustainable process for handling billing of member renewals.

Block Party: Michael Jones reported that Faith has applied for the Block Party Permit, notes that they will need all the cords the church has for their own events. Neil and Kyle discusses possible access to cords and turtles.

Neil noted need for different generator arrangements as both he and the church had circuits blowing last year due to the load.

Michael noted that they were having trouble getting return contact from the color guard resource they were hoping to use for the opening ceremony. Discussed possible Boy Scout Girl Scout option. Neil thought he may be able the help on this.

There will be a blood drive again this year.

Porta potties are ordered and will be in the same area.

Faith is already soliciting donations for the raffle they will have during the event.

All parties agree that all food sales during the event will be handled in cash rather than with a ticket process which has proved burdensome.

Discussion on traffic safety for people crossing 34th from the two locations. Could we get Boy Scouts to act as Crossing Guards, like School Safety Patrols?

Kyle suggested we consider drawing up a map of the event for promotion and distribution. Scott Wende thought he could do that. They could be passed out at the NEBA Table along with a sheet of "Upcoming Events."

Possibly with major sponsors noted on the maps and/or upcoming event flyers.

Agreed that Passport Deposit box to be at NEBA table and marked on such a map.

Passports

Neil said that emails soliciting passport participation had gone out and folks will be contacted in the coming weeks if they do not respond. Michael Hennessy suggested Passports make clear where to drop them off, When the drawing will be (Monday after the event @ Oxendales) How winners will be notified to pick up their prizes. Also that they mention "No Purchase Necessary"

Nokomis Shoe Kerstin Erickson mentioned that Nokomis Shoe will be having their annual sidewalk sale on August 5, 6 & 7, and welcomed others to piggy back on the event. Some discussion as to whether or not they included free hot dogs during the sale, as in past years. Kerstin will find out. Discussion about promoting their sale on Facebook and encouraging others to do compatible events to help grow the event.

Street Work on 34th Scott Wende drafted a letter to City Public works in support of similar letter by NENA seeking active participation in planning for scheduled 34th Ave Street work anticipated in the next year or so. His draft was approved and he will send a copy to Neil for signature and mailing to city.

Scott also mentioned need for one of two members to participate with him and Becky Timm at NENA to work on a proposal to hire a **U of M intern** to do some marketing work on our behalf. Earl suggested possible projects could include organizing a Freeway sign effort with the state for Gas and Area Restaurants. And a possible 34th Ave only flag project to take advantage of the existing lamppost hardware in that area.

Kerstin allowed herself to be drafted and Solveig stepped forward to work with Scott on this.

Summer Concert Series First event a big success. Discussion on promotion efforts. The band reported receiving over \$300 in tips.

Next event will be 8/13 from 6-8PM featuring Princeton & Symone Brown. It will occur at Minnehaha Methodist Church who will be co-sponsoring along with Wendy's Dog House, the Wellness Center, NEBA and more. Church will be able to provide chairs. People will be asked to bring a donation to the food shelf. Chair massages will also be available. Discussion as to whether or not a sound permit would be required on church grounds.

Picnic Recap The first annual picnic was a big success and is clearly as Michael Hennessy said, a clear fourth pillar of our major annual activities. Question was raised as to whether pictures had been made available from the event, and noted that the photographer was also at the concert. Kyle having left early may have been able to answer, but will undoubtedly fill us in in the near future.

Beer Tent Will there be a beer tent at this year's block party? Neil was unsure but will discuss with Town Hall.

These are draft minutes subject to errors and omissions. Minutes will not be final until and unless approved at the next NEBA Board meeting and are presented here with the clear understanding that content may change.

Submitted by Earl Netwal, Secretary

