

NEBA Minutes 9-13-16

Present: Tom Odegard, James Vande Castle, Solveig Corbin, Neil Oxendale, Kyle Heino, Michael Hennessey, Earl Netwal,

Absent: Scott Wende, Wendy Brown, Ken Brown

Meeting convened informally at 6:30

General discussion of last Sundays Block Party

Sense that the absence of music did not hurt the event and improved the ability to put more vendors along the street and made it easier for them to converse.

A couple of vendors had their own music at their sites.

Honorable mention to Bob Falk, omnipresent volunteer,

2 no shows in parking lot. 36 booths there, could be 40. Primary focus on food vendors so as to be covered by Oxendale's food permit.

Discussion as to how can Block Party better benefit NEBA and vice versa.

Possibility, use NEBA booth as check in point.

Any benefit to joint promotion of Monarch Festival and Block Party?

Follow-up block party with Dues Reminders, solicitations to new & existing members. (post success glow)

Prior meetings Minutes Approved

Treasurers Report

\$2748 in bank, Approx \$800 in paypal to be transferred into account. A number of outstanding invoices pending re: Newsletter and Block Party.

Communications

\$100 of Facebook ads used to promote Block party

Newsletter was mailed to 125 members and non-members

Anticipate Wendy's Dog House as feature for next issue.

Discussion as to whether or not to feature 2 (or more) businesses in newsletter. Cost of \$250/article for writer suggested as barrier for multiples.

Dues notice was previously suggested to be included in newsletter mailing. Lead to discussion on membership and dues collection.

Paypal renewal issues were discussed. Surprise of annual billing shocked some and they unenrolled. Would be better if we could send reminders 2 weeks ahead of time.

Currently paid membership seems to only be those who do auto renew via Paypal per Solveig

James suggested we investigate <https://www.waveapps.com> Free invoicing service. Solveig agreed to look into it.

Discussion turned to the topic of...

Benefits of Membership

What do I get?

What Do They Want From Us?

Michael cautioned that asking that may lead to unrealistic expectations from some.

Focus seemed to fall on Stressing what we have been doing... Events, Concerts, Community Building

Not mentioned but added by scribe... Bike Racks, business community interaction with NENA, and City, etc

Conversation drifted to...

Small Business Saturday

Get Nokomis Shoe more involved, and one or two other "anchors" and then present to others.

Kyle wanted it to be separate effort from the Tree Lighting which is on the same day.

Discussion that the four restaurants would be good candidates to participate.

No actual decision or point person selected. Need new bodies. (Could we recruit Kirsten or Danielle from Nokomis Shoes to assume leadership? If so, who will approach?)

Membership

Solveig said she would work to put together a true membership list of paid members.

Summer Concert

Last event at Minnehaha Methodist was a success, with multiple partners cooperating. Big asset in contact person from Kim Kanuit who did a lot of work and helped make it a success.

Did three concerts this year if you count the picnic, but just two in the “nodes” and while Minnehaha was a success and involved active participation from the 42nd & 54th node, was not located in a node. The first of the year was at a node, 28th & 50th, but the second at Minnehaha actually had more “node” business participation than the first.

Sound permit was the only cost for NEBA in this last event. Good use of other resources, which we instigated, promoted and delegated.

Discussion turned back again to block party and the “concert” being part of the Car Show.

Draft submitted by Earl Netwal (elsewhere referred to as scribe.)