

NOKOMIS

NOKOMIS EAST BUSINESS ASSN
MOVING FORWARD TOGETHER

Board Members

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Vice Chair: Michael Hennessy
Treasurer: Tom Odegard
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Welcome to the Nokomis East Business Association's (NEBA) newsletter. Your business has received this newsletter because you're either a current member or a business that resides in the Nokomis East neighborhood of South Minneapolis.

ATTENTION VOLUNTEERS - A CALL TO ACTION FOR NEBA

By: Michael Hennessy

Everything that is successful usually has a good back-story, and such is the case with the Nokomis East Business Association, (NEBA). Originally established in 1961, it was called the Airport Area Merchants, Inc., and later re-named the Nokomis Village Association. By all accounts, was very active through 2001. However, for a variety of reasons, it ran out of steam and disbanded. Fast forward to 2010, when, over a cup of hot coffee, Neil Oxendale and real estate agent Nick Archer began discussing a way to sponsor community outreach events. Neil also met with Pastor Michael Middaigh from Faith Lutheran Church. This promptly led to the first neighborhood outdoor block party in 2010. Encouraged by the number of participants, a series of meetings were held at Nokomis Library in November, 2011 to re-establish the Nokomis Business Association. Word got around, and a steering committee was formed in January of 2012 by people from storefront businesses, home businesses, churches, and community groups. The association was re-named the Nokomis East Business Association, and the first meeting was at Nokomis Square on April 17th, 2012. About 65 people attended, and again, it became clear that there was a great interest in community outreach events. Spunk Design, (now Replace Design), created the logo and initial marketing materials.

During the early planning meetings, the thing that was most requested was the desire to create a sense of recognition and branding. In other words, who were we, what do we represent, and how can we get the word out to bring more people into our community?

Over and over we heard the comment that in this south Minneapolis pocket, we have everything a shopper could want. They live here, and now we want them to shop, play, eat, drink, walk, bike, swim and pray here. A simple task? Not simple, but with the right help, very doable.

Now this is where you, the reader come in. Would you like to help our community continue our upward path? WOULD YOU LIKE TO VOLUNTEER?

Here's how you can help... by attending our annual NEBA meeting April 11th at 6:30 p.m. in the lower level event room at McDonald's Liquor Store, 5010-34th Avenue South, Minneapolis, to gain further information. (Please park in the back or on the street.)

We will be serving complementary food and beverages from our local businesses. Come find out how you can make a difference in our community!

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MONTHLY EVENTS

2ND Tuesday of the Month

Happy Hour

5pm - 6:30pm
Town Hall Lanes
5019 34th Ave S

Board Meeting

6:30pm - 7:30pm
McDonald's Liquor (Meeting Room)
5010 34th Ave S

SPECIAL EVENTS

**MAR
25**

INDOOR BLOCK PARTY

10:00am - 1:00pm
Lake Nokomis Community School - Keewaydin

Here are the community-building events that need your help to continue creating a sense of who we are and what we represent.

OUTDOOR BLOCK PARTY

Presented the second Sunday in September outside at Faith Lutheran Church and Oxendale’s Grocery.

Now in its sixth year.

Co-sponsored by Faith Lutheran Church.

Attracting over 1200 people and 60 vendors.

Car show in McDonald’s Liquor Store parking lot.

NOKOMIS TREE LIGHTING

Presented the Saturday after Thanksgiving in Oxendale’s Grocery Store parking lot.

Now in its fifth year.

Features photos with Santa!

Attracts 250 to 400 people.

INDOOR BLOCK PARTY

Held at the end of March at the Lake Nokomis Community School-Keewaydin.

Now in its fourth year, held this year on March 25th from 10:00 a.m. to 1:00 p.m.

Features family activities including bounce houses.

Attended by 500 to 800 people.

Attracts 30 to 40 businesses and community organizations.

SUMMER COMMUNITY PICNIC

This was held outdoors at the Nokomis Community Center.

2016 was the first year. Guests were treated to food and beverages, live music, and beautiful weather!

NEIGHBORHOOD COMMUNITY MUSIC SERIES

These were free events where the audience donated generously to the artists.

Presented in 2015 and 2016 featuring Quartetto, Rosso, Choro Borealis, Mother Banjo and Ben

Cook-Feltz, and Princeton and Symone Brown.

Appeared at venues including Nokomis Beach, The Shops at 54th Street East and 42nd Avenue South, Oxendale’s Market, and Minnehaha United Methodist Church.

Each summer event was warmly attended by 90 to 150 people.

BE A VOLUNTEER AND MAKE A DIFFERENCE IN OUR COMMUNITY! ATTEND THE ANNUAL MEETING ON APRIL 11TH AT MCDONALD’S LIQUOR STORE APRIL 11TH, AT 6:30 P.M. SEE YOU THERE!

ATTENTION MEMBERS

OUR ASSOCIATION IS FINANCIALLY SUPPORTED BY YOU, OUR MEMBERS,

KEEP YOUR MEMBERSHIP ACTIVE WITH YOUR RENEWAL TODAY!

www.nokomiseastba.com/join