

# East Bde Maka Ska Neighborhood Association

## Board Meeting

Thursday, April 6th, 2023, 7-9 pm

St. Mary's Greek Orthodox Church / Virtual Option - WiFi Access Available On-Site

1. **Welcome - Zoom Ground Rules, Ice Breaker: Thang Holt, President** 7:00pm
  - a. "Mute" yourself when not speaking
  - b. Wait to be called on before speaking, until open forum
  - c. Zoom meeting will be recorded for the purpose of writing the minutes
2. **CM Aisha Chughtai - Ward Update [Tentative]** 7:15pm
3. **Approve Last Month's Minutes** 7:30pm
4. **Reports** 7:40pm
  - a. **President's Report: Thang Holt, President**
    - a. **Marketing Slalom Plan:** Ongoing
    - b. **Uptown Farmers Market Collaborative:** Conversations ongoing, bringing in other NAs to help support this, opportunity to collaborate on resource and support; More we can do across orgs, more we support each other and sense of community
  - b. **Staff Report: Cuyler Dinegan, Coordinator**
    - a. **Our final 2022 payment requests** with the City were *finally* approved – this means ~\$11K that was previously spent out our finite General Fund and NRP Fund, has been reimbursed through funds that expired at the New Year.
      - i. Thanks to you all for a quick turnaround on approving my contract to reach renters through digital communications!
      - ii. This will start with rental mgmt comms, online content pulling from priorities survey outcomes, and a small survey to you all, to determine what we want out of a revised website
      - iii. How checks working on that?
    - b. **501c3 filing** is nearing completion – we've finalized the Articles of Inc. and I'm doing a round of revisions to attorney Mission Guardian's drafts of the 1023 Form sections. More to come!
    - c. **Just signed up for PayPal**, so we'll begin incorporating donation requests into all our print and digital communications going forward.
      - i. Thang: No matter how structured, it's imperative we're accountable for how we're using these funds. As we work toward funding, our neighbors, businesses, investors, should always be able to ask how the money's being spent
    - d. **April Newsletter went out Tuesday**, good performance, lot of clicks for our upcoming events (click rate ~8% over 2% avg)
      - i. Hoping Bobbie + Lee can start up writing brief interview articles of area businesses?
    - e. **Farmers Market Collaborative** Market Manager Jenny and I applied for NCR's Collaboration & Shared Resources Fund. Talked to Steven (NCR Manager): scored well but wrong fit for funding steam, he's supplying alternate possible revenue streams soon
      - i. In Discovery phase, meeting with other organizations next week to take temperature (LHENA, EBMS, S Uptown)
  - c. **Treasurer's Report: Adam Olson, Treasurer**
    - a. Again, great news that NCR's approved 2022 final payment requests (~\$11K)
      - i. Key piece to 2023 Budget, also want to decide Fundraising budget for the year
      - ii. Tim: One way to guide Dev. Budget / people doing Dev. Work: Is the plan to go into 2024 to PAY for 2024, and so on into future; As funds get tighter, are we going to

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end this year WITH money for that year? That would push up resources in place to find the money....

iii Adam: Like that approach. We don't know what to expect from the City in 2024. In theory it could be more... but current trajectory says otherwise.

b Current balance: \$16K, spent a fair amount on 501c3 (\$3K)

## d. Committee Updates

- NRP Committee: NEXT WED. 7-8pm, Adam will email tonight; Adam trying to contact MPRB
- Livability Committee – on hiatus with Lee out of town, returning Mon. April 17, 7–8:30pm
- Social & Engagement Committee – next on Thurs. April 20, 7–8pm (if needed)

## 5. Old Business

7:50pm

### a. Logo/Marketing Update & Action - Slalom Partnership Approved

- Current roadmap is pro bono, looking at 3-4 months depending on revisions; Step 1: Look and Feel; DocuSigned by Thang

### b. Neighborhood Priority Survey Update

- **120 responses(!)** since opening, will close at the end of April and send gift cards
- **2/3 respondents are homeowners 45/older**, so hoping my cold-calling and emails with rental property owners will pan out – having talked with other Coordinators this is an issue for every single neighborhood association
- **Top priority areas are currently:** 1) Public safety, 2) Green issues, 3) Livability
  - i This is reflected in ranked questions and the short answer for how we might choose to spend the uncontracted NRP money
  - ii Also a number of people who believe these three are intertwined, and chose all 3.
- **Flyering:** Every business accepted a flyer, people were very understanding

## 6. New Business

8:00pm

### a. May Board Meeting - Date Change Request: Thurs. May 11

a Thang has a hard conflict on May 4—looking at Thurs. May 11 (Caren will be gone)

b Thang motions to reschedule May Board - Adam seconds, none opposed.

### b. Board Leadership & Committee Update - Overall Engagement & Participation

a Needs at the Board level. There are folks missing from the table tonight. Luke is stepping down due to stress toll from job. We have open position for VP

i Caren nominates Kari: Thang seconds

b Social & Engagement Committee needs Co-Chair now

c Co-Chair to Livability Committee

i Developers come, David Franks used to come, City Engineers about Hennepin Ave development; learn about the neighborhood, how projects happen

ii Kari will Co-Chair this Committee, Caren will remain on Committee

d Development Committee to build out development plan with area businesses, neighborhood, etc.

i Thang's thought to shift NRP Committee into Dev. Committee

ii Thang motions to integrate existing NRP Committee into Dev. Committee, with its first meeting next Wednesday (Thang will Chair starting May) - Kari seconds, none opposed.

iii Discussion of courting residents suited to fundraising

e Important for Board member to present on Committees, to keep connected; best practice to always have a Co-Chair who's a Board member

### c. Events Planning Strategy:

- **April Neighborhood Social** - Daymark North Tower – Tues. 4/11 - 5:30pm-7:30pm
  - Ahsan will be letting folks in, Cuyler making him flyer with instructions
- **Earth Day Clean-Up Event** – Sat. April 22nd, 9:30am-12:30pm

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- 34<sup>th</sup> & Irving Ave S checkin table: free gloves, bags, eco-toys – Anja picking up donuts nearby
- **(May) Trolley Neighborhood Social**– Mon. May 8th - 5:30pm-7:30pm [Anja]
  - MN Streetcar Museum, sent invitations to Coordinators for our bordering neighborhoods
- **S. Uptown’s Personal Safety Training** – Sat. 5/20, 10-11:30am
  - We provide fruit, donuts, bevs (water, bubbly, coffee), they pay for all else
  - hosted by Mary Brandl of Be Pro-Safe, U of M prof (Diffusing Confrontation & Self-Defense)
- June - **Ice Cream Social** - La La – Tues. 6/6 - 5:30-7:30 [Anja] - Confirmed?
- Sail Bde Maka Ska — TBA
- July - **Mulching Project** – Sat. July 8th [Thang] – CONFIRM TIME
- **National Night Out** – Tues. August 1st - promote local Block Parties vs hosting
  - If anyone knows existing parties, we could share out
  - “Organize your block party for NNO!”
- **Wine Tasting** - August TBD
  - Event lead Max Ellis about a spring planning committee meeting, she’s hoping to put something on the calendar with Hennepin-Lake Liquor within the next couple weeks, then monthly planning meetings would start
  - \$3-\$4K revenue, but NEVER tracked hrs for this and it’s a BIG lift
- **Labor Day Event** – Mon. Sept. 4 - no volunteers yet
  - Met with Monica this week, who said point blank, “If volunteers don’t step up from the community, then the Board agreeing to this event means they’re agreeing to help with the planning legwork AND day-of lift to make it happen”
    - Budget usually around ~\$1,200, only parade permit and composting (sustainability) covered by City Funding / never tracked staff hours for this
  - 3 key players: Brad Albertson (donated prizes, Seb Joe’s ice cream, administered/ran Bingo); Robin Cooke (buying kid prizes; also provided games for kids (ring toss, go fish)); Monica did everything else (organize band (no longer SW) always had trouble finding volunteers
  - NEED an Event Runner to plan ahead, delegate day-of, volunteer coordination
  - People always did enjoy this, really loved Bingo
  - Decision to forego Labor Day in face of 2023 financial situation, focus on other events for now
- **Super Sale Partnership** – Sat. Sept. 9, ~9am-3pm
  - EBMS Event Lead Linda met with EINA’s Event Lead Ellen this week, they’ve locked Sept. 9
  - Linda’s worried parking will be an issues with GreekFest running alongside for 3 hours?
  - If it IS an issue, looking at alternate dates...
- **Annual Event** – Thurs. Oct. 5, 2023 - location TBD

7. Recap of Action Items 8:30pm

8. Thang: Motion to integrate existing NRP Committee into Dev. Committee, with its first meeting next Wednesday (Thang will Chair starting May) / Kari seconds, no opposed, all ayes

9. Adjourn 9pm

*The East Bde Maka Ska Neighborhood Association (EBMSNA) invites and encourages participation by every resident to each program, service, and event organized by EBMSNA. Should you require an accommodation in order for you to fully participate, or if you require this document in a different format, please let us know by contacting us at 612-584-9260 or [info@eastbdemakaska.org](mailto:info@eastbdemakaska.org) at least (5) days before an EBMSNA sponsored event.*