



MONTAVILLA EAST TABOR BUSINESS ASSOCIATION CHARTS COURSE FOR 2016

The actions and activities undertaken by the Montavilla East Tabor Business Association (METBA) board in 2015 is setting the members up for a very busy year. Under the guidance of Board President Steve Rice, and with funding, training and technical assistance from Venture Portland, the Association has been focusing on the strategic growth of the business sector, the sustainability and makeup of the Association board, and an increase in its membership base.

The 2015-2016 METBA work plan is based on a set of benchmarks outlined by Venture Portland, a non-profit organization that invests in business districts through grant funding to assist in the development of strong associations and neighborhood economies. METBA has secured grant funding for, and is currently working toward, achieving

the following priority benchmarks as set forth by Venture Portland’s grant guidelines: strengthening the capacity of METBA, both in terms of board makeup and involvement and business membership, creating a self-sustaining, signature event; building a web/social media presence; and developing a visually distinct district identity. The Association board has identified these benchmark goals as top organizational priorities for the next two years in order to serve and promote the business community.

Foremost in METBA’s work plan is connecting with business owners in different areas of the district to encourage membership and participation within the business community. Each of the district’s four main business areas — the area known as “downtown” (SE Stark between 76th and 82nd Avenues); Stark East (SE

UPCOMING EVENTS

Monday, February 8
Meet & Greet on Glisan Street! Network with Montavilla business owners and community members. Delicious drinks and appetizers from Paitong Thai.
Time: 5:30-7:00 p.m.
Location: Paitong Thai Cuisine, 8000 NE Glisan Street

Wednesday, February 10
Montavilla Street Fair Committee Meeting
Time: 7:00-8:30 p.m.
Flying Pie Pizzeria, 7804 SE Stark Street

Sunday, February 14
Montavilla Farmer’s Market Winter Stock Up
2 hours only! All weather!
Time: 11a.m. – 1p.m.
Location: 7600 block of SE Stark, across from Mr. Plywood
www.montavillamarket.org

Saturday, March 5
Jim Bridger School Auction
Time: 5:30-9:00 p.m.
Location: The Madeleine Hall, 3240 NE 23rd Avenue, Portland
bridgerpta.schoolauktion.net/auction2016
bridgerpta@gmail.com

Stark between 82nd Avenue and I-205); Glisan Street between 67th and 82nd Avenues; and 82nd Avenue between Hawthorne and Glisan — are represented on the board. The challenge for any board, whether professional, non-profit or all volunteer, is to maintain the momentum and gains established by members who have served before.

In addition to re-establishing the Montavilla Street Fair last year (which was attended by over 10,000 people) the district, METBA board and its members:

- Hosted “Trick or Treat on Glisan Street”, a first time event, which involved 15 Glisan Street businesses
- Hosted its 5th Annual “Frosty Fridays” in December, with over 300 adults and children meeting Santa at Wix Insurance Agency and Beanstalk
- Was awarded three grants totaling \$10,000
- Was featured in the Portland Tribune as one of the districts participating in the East Portland Pilot Project, which is aimed at bringing investment to east-side districts
- Produced and approved an annual work plan and budget
- Launched the Montavilla branding projects
- Generated 130 Facebook posts to promote district events/ businesses.

The METBA board is establishing operations, policies, and internal controls that contribute to the smooth governance of the Association and will make for an easy transition when new community leaders are ready to lend their talents to the district.

A strong and engaged membership ensures that business owners are involved in addressing district issues, have a forum for expressing their needs to the board and other Association members, and are willing to help steer the district’s evolution in the years to come, either via board service or volunteer support. To learn more about becoming a METBA member, see the sidebar on page 5 of the newsletter.

Membership tie-in with revamped Association web site

Grant funds assist with digital redesign to highlight individuals and their businesses

In October 2015, METBA applied for and received a \$3,000 grant from Venture Portland to redesign the district’s web site. Feedback from the business community regarding the METBA’s current web site indicated a need for a redesign to reflect

the look and feel of the district and highlight the businesses and business owners who are shaping it. As it is set up now, the website provides basic information to members and the general public, but the web pages lack functionality, and information is not

presented in a unified or engaging way. A redesign of the site will emphasize businesses in the district, using photographs of owners and their storefronts or store environments to create a visually striking home page. Featuring the variety of

different district personalities and their businesses will be a large part of the web site's redesign and an incentive to prospective members to join METBA in order to secure a spot on the Association's home page. A part of the grant funding will be spent toward hiring a photographer to capture the spirit of each Association member and his or her business environment. For those small business owners without a storefront or brick and mortar establishment, the web site can be a way to gain exposure for their goods and services.

The site will also have links to a district event calendar; a district guide listing businesses and services, with links to individual business web sites; a blog, with updates about the district and the Association; and a section that provides information about membership in the Association (which the current METBA web page has) and how the Association supports district businesses.

The METBA board and its members agree that a strong web presence is necessary to provide greater visibility to all businesses in the district — big and small — and highlight district businesses and related events throughout the year. With the web design currently in development, board

members are simultaneously deciding on how best to represent the district's brand and identity in a visual way. A graphic designer is working on the district logo, which will be utilized across electronic and social media outlets, print collateral, brochures, t-shirts, etc.

The new web site will be a cornerstone of METBA's marketing/communications strategy, useful for sharing news both inside and outside the district and as an advertising platform for individual businesses and district-wide events.

BUSINESS NEWS

Townshend's Tea Company and **Eco Baby Gear** are the two newest businesses to occupy commercial space in the downtown Montavilla sector of the district. Eco Baby, which had its opening on January 30, is located at 7980 SE Stark Street. The store features natural and organic clothing, toys, furniture, diapers, and gear for little ones. Townshend's Teas, which will be located in the same commercial development as Eco Baby Gear, will feature an extensive selection of loose teas and kombucha. The company plans to open in the spring.

Mt. Tabor CrossFit celebrates its four-year anniversary with

a potluck and open house event on **Saturday, February 6**, from **4-7 p.m.** There will prizes for the tastiest paleo dish contest, and all visitors are welcome to vote in the contest. The gym, which is located at 8028 NE Glisan Street, is kid friendly. Phone: (503) 575-9178.

The owners of **Beanstalk Quality Children's Resale** and **Portland Child and Family Counseling** are teaming up to offer a fun family event on **Sunday, March 13th** at **2:00 p.m.** at the Beanstalk store, 8021 SE Stark Street, in downtown Montavilla. Join skills trainer Abby McKinnon for **Fostering Mindfulness Through Story Time & Art!** Abby will be reading "The Cow That Went Oink" and leading a kid/adult friendly discussion and art project around mindful decision making and social development.

Abby is a former school counselor supporting kids as they grapple with anxiety, grief and life transitions. Call (503) 317-8761 or email (abby@portlandchildfamilycounseling.com) for more information or to schedule a free consult. Abby contributed the article on page 4.

To see the latest quality clothing, toys, shoes, and equipment for sale at Beanstalk, visit the store's web site beanstalkpdx.com. For information about the store event, call (503) 327-8506.

Life pie – is yours balanced?

Tips from a children’s counselor and parent of a child with anxiety

By Abby McKinnon

We are on a life-long journey to balance emotional, physical, and environmental health. Toss in some spirituality and this becomes a full-time job; toss in a tendency towards over-achieving and perfectionism, and this slice of your life pie can start to edge out the others. This can be a daily challenge for adults who have seemingly had some time to practice, but what about kids who are just learning to grapple with this for the first time?

I remember when my daughter was in the third or fourth grade, which, as many of you know, are the years our kiddos see a lot of extra writing practice in preparation for the state writing assessment. They are taught about webs, outlines, rough drafts, graphic organizers, and other tools to help organize their thoughts into readable stories with solid beginnings, middles, and ends. For whatever reason, our daughter just could not get her head around the benefit of these tools, and in spite of being a terrific

writer, she was still learning.

Her tendency towards perfectionism became exceedingly frustrating for the whole family, as she often chose to do her writing assignments in pen, and in story (not outline, web or draft) form. This meant, she’d often get near the end of the story, and alas there would be an issue — so she’d start over from the beginning.

As you can imagine, this led to some struggles around the homework table. Crying, shutting down, and writing “I hate this homework” so hard on the paper that it went through the veneer of the table. This became an important time for us to support our daughter as she learned how to experience strong feelings.

We started by teaching her that getting frustrated and having worry is normal and okay. Then we discussed what options she had for managing these strong emotions, which both met her needs and were kind on the family. Not through

MEMBERSHIP IN THE BUSINESS ASSOCIATION

METBA membership has recently doubled, and the board would like to reach 100 members by the end of 2016. Membership dues, which are \$100.00 annually, are being used to invest in the district and providing members with the following benefits:

- A prominent photo, business information, logo, link to personal business web site, and Google map locator on the redesigned district web site.
- Complimentary 10' x 10' space for the 2016 street fair.
- One “shout out” Facebook post about your business, which can be timed to a special event, sale, promotion, etc.
- Joint ad opportunities (SE Examiner, Ad in a Bag, Hollywood Star)

The Venture Portland organizer for our district, Adrienne Sweetwater, has visited 40 local businesses as part of an outreach effort to connect with potential members. Thinking of joining with your fellow business owners? An electronic application is available on the Members page of the Association’s web site (metba.org). With a solid membership base, METBA can achieve its benchmark goals within the next two years.

Questions about membership? Contact Adrienne Sweetwater, the business district organizer: adrienne@ventureportland.org or 503-477-9648.

yelling, mean words, or behaviors that hurt herself or someone else, but rather through finding healthy expression — saying how she feels, taking a breath or a break, listening to some calming music or taking a few minutes to herself.

When supporting kids as they grapple with strong feelings, it's important to make the problem about the problem, and not the child. For example, I don't have an anxious kid, I have a kid who sometimes experiences anxiety. This separation of the emotion or problem from the child's basic character is a solid first step at teaching the child what to do with the feeling or where to "put it." One of our many jobs as parents is

to support our children when carrying the load gets too heavy, while at the same time not taking over and just doing it for them. It's also not too early to start teaching your kids about the importance of balance and mindful decisions. I like to use a "scale of 1-10" technique when checking in with kids, which can help form a more meaningful response than "I dunno" or a shoulder shrug. Depending on the child's age, you could help them understand where you think they are on the scale: "I can see that you are breathing heavily, and using a loud voice with your sister. I'm also remembering that we haven't had lunch yet. I'm

guessing you might be up around an 8 or a 9 right now. I'd like for you to take three deep breaths and count backwards from 100 while I make us some sandwiches." Or for an older child who is more able to self-report, you could ask "where are you on the scale of 1-10 with taking care of yourself physically today (food, water, sleep)?" Asking a child where they are emotionally and what they need from parents, the family, or the environment (less noise/light, reduction of screen time, connection to nature, time to go for a walk or be alone, etc.) can help them to move to a more comfortable number.

The Montavilla East Tabor Business Association monthly newsletter will be distributed electronically to Association members and made available on the Association's web site (www.metba.org).

It is intended to provide members, neighborhood groups/organizations, and the general public with information regarding the district. Comments, questions, news items, and event announcements are welcome. Send information via email to the newsletter coordinator: juliekoro@comcast.net, with "METBA newsletter" in the subject line.