

**METBA Board Meeting Minutes 4/12/2016**  
Flying Pie Pizzeria

**In attendance:**

Steven Rice—President  
Brooke Brandsmith—Vice President, Serenity Therapeutic Massage  
Abby McKinnon—Secretary, Portland Child & Family Counseling

Tina Granzo—Board Member, City Beautiful Design  
Julie Koroch—Board Member, Montavilla Community Acupuncture  
Alex Jaramillo—Board Member, Mt. Tabor Cross fit  
Nana Opoku—Board Member and Glisan liaison, US Bank

Adrienne Sweetwater—Assistant, Venture Portland

**METBA Members and Guest(s):**

Ruth Miles, Small Business Advocate for Oregon's Secretary of State  
Heather Hoell, Venture Portland  
Michael Sonnleitner, Montavilla Neighborhood Association Chair (MNA) and METBA liaison  
Leah Greenwood, Forbidden Body Art  
Kierre Van De Veere, Blank Slate Bar (Coming soon)  
Katie Meyer, Block Party Barricade and Street Fair Manager  
Gabe & Carrie Kieselhoust, Wicks  
Scott Dobson, Cascade Athletic Club  
Sue Surdam, Artisan Digital and METBA Web designer  
Tina Test, Stark Street Pizza  
Beth, Business Works  
Kathryn Elsesser, Photographer (METBA website)  
David Ashton, East Portland News.com  
Alle Amin

**Absent:**

Alema McCrea—Treasurer, AMC Bookkeeping and Tax Service  
Adam Stein—Board Member, Montavilla Brew Works  
John Pinzelik—Board Member, Owens Law  
Farhad Dadkho—Board Member and East Start liaison, M Bank

**Meeting Dates:**

Quarterly General Meetings—July 12<sup>th</sup>  
Monthly Board Meetings—May 10<sup>th</sup>, June 14<sup>th</sup>, Aug. 9<sup>th</sup>, Sept. 13<sup>th</sup>  
Annual Meeting—Tentatively scheduled for Oct. 11<sup>th</sup>.

**Introductions & Agenda overview**

## **Business:**

Ruth: Office of Small Business Assistance

Three things to be aware of in purchasing equipment

1. Ask purchaser for a disclosure form—do they know of any liens?
2. Contact county tax collector in county you're purchasing from. Any liens? Get it in writing
3. GO online to [filinginoregon.com](http://filinginoregon.com) and do a UCC search. Is there anything associated with your purchases. Keep the results of your search as evidence

## **Updates & Discussion:**

MAP :

The logo design was reviewed

Default is "Portland Oregon" and the logo is also flexible and can be used for the specific events (Street Fair, First Friday, etc.).

The 4 quadrants of Montavilla were reviewed: Stark Street East, Historic Downtown Montavilla, East Glisan Street, and 82<sup>nd</sup> Avenue, and work continues to pull in all four quadrants.

METBA is open to other versions if groups are interested in being branded under the same umbrella.

Members own the logo and it will be available to all members through the website for use on marketing materials.

The use of "Portland Oregon" was discussed. Do we need to further distinguish business from neighborhood? Per Venture Portland, the use of "Portland Oregon" is common across business districts to let folks/tourists outside of the neighborhood or area know we are a Portland neighborhood. METBA will be using "Portland Oregon" as the default on METBA sponsored materials and the METBA website, as well as being diligent in communicating with MNA and other interested community bodies.

The draft flyer was passed around for review and initial feedback. This is still a work in progress

## Website

Sue shared a preview of the new website. Launch date is June 1<sup>st</sup>.

Kathryn will work with businesses to get their photos, and send the final photos to Tina for uploading on the site. Sue will be sending an invitation to the new site to each member and it will be members' responsibility to upload info into the provided online form to be auto populated to the website/business page.

What about linking MNA to METBA and vice versa?

What about the two Facebook sites?

MNA and METBA are dedicated to positive and collaborative communication and working together.

Pilot Project progress review:

Venture Portland is the city's support system for Portland's business districts.

Heather gave an overview of the East Portland Pilot Project, which has provided funding and manpower to expand events, and promote businesses in east counties, including Montavilla

Adrienne reviewed Montavilla's accomplishments thus far.

The board approved the METBA Work Plan 2015-2016, none opposed

Save the date for events coming up—

First Friday's in April and May

Glisan St. Meet & Greet May 2<sup>nd</sup>, 5:30-7

East Stark St. Happy Hour May 24<sup>th</sup>, 5:30-7

Street Fair July 31<sup>st</sup>, 11-5

Street Fair

METBA has recently received a grant for \$3,500 from Venture Portland to offset the cost of the street fair, which costs about 10K overall.

Katie reviewed progress on sponsorship. This is coming along and sponsors are still needed.

Because our district abuts 82<sup>nd</sup>, we are slated to deal with ODOT and extra signage. As a result, ours is one of the most expensive street fairs to produce.

Two stages this year, one at each end!

Farmers market is also a huge part and we want to honor and be inclusive of these booths and the market overall.

Kids area will be coordinated by Scott and Nana

Dunk tank volunteers are needed! Email Katie at [montavillastreetfair@gmail.com](mailto:montavillastreetfair@gmail.com), if you're interested.

METBA members get a free Street Fair booth, and need to officially register (even though they're not paying) so space is reserved and they can receive directions

Katie is working on getting an across the street banner up to advertise our street fair

We need more food vendors—let Katie know if you have food vendor ideas. What about food carts? Yes!

The Street Fair poster was previewed and a plan is being set for getting posters distributed

Next Street Fair meeting is Wed. May 4<sup>th</sup>, 6:30 at Montavilla Brew Works

**Next meeting (Monthly Board Meeting), Tuesday May 10<sup>th</sup> 2016**

Meeting adjourned at 1:37