

**METBA Board Meeting Notes 5/10/2016**  
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

**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  
Alex Jaramillo—Board Member, Mt. Tabor Cross fit  
Nana Opoku—Board Member and Glisan liaison, US Bank  
Adrienne Sweetwater—Assistant, Venture Portland

**Meeting Dates:**

Quarterly General Meetings—July 12<sup>th</sup>  
Monthly Board Meetings—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>.

**Agenda overview**

Voting on minutes, sponsorships, and financial update was moved to the end of the agenda as the meeting did not have quorum for voting

**Business/Announcements:**

Portland Child & Family Counseling is currently filling spots for the June and July Kindergarten Readiness Group. Call Abby at (503) 317-8761 if interested

Several board members attended Venture Portland's annual meeting—It is looking like the pilot projects will likely be funded again, although this is not 100% in stone.

At the July general meeting, we will welcome Jacob from Venture Portland to talk about utilizing social media to boost small business

**Updates & Discussion:**

**Membership Campaign**

Budget is based on 75 members, we currently have 45. The deadline for membership has been extended until May.

Board members gave an update on their outreach. Those present have reached out to most of their assigned businesses either by phone, via email, or in person. Lots of folks have reacted positively and seem interested, although this has not generated projected referrals.

What we've changed/done well this year regarding membership:

Cover letter, membership benefits page, self-addressed envelope mailed out to existing members.  
Assigning specific businesses to specific board members for follow up

Talking up the new website—showing a sample business page, demo home page has generated interest, as has face to face/in person contacts.

How to improve on the membership drive for next year:

- Being able to see a list of folks to contact and divvy up earlier
- Having a centralized database for board members to access via password. (Right now we have several different spreadsheets).
- Getting our information out to all of the businesses in the district
- What about new businesses? Fruit basket or some kind of METBA welcoming? How to we track this? Maybe a committee or board member in charge of new business?
- What about hiring someone to do some of the data entry?
- Do we need an outreach committee? Do we need a member of the board to be in charge of this? Do we need a membership committee head? Or an outreach coordinator at least
- Tie into each person's strengths
- How do we streamline communication?

### Communication

Website and communication needs to have it's own committee for ongoing maintenance

When to hold meetings? Should we survey? What are the best times to attend meetings, etc. since we have not had consistent board attendance. Last month's general meeting was well attended.

### Bylaws

Bylaws require general membership to approve. Bylaws will be on the agenda for June before the July general meeting.

Board members will read the bylaws paying special attention to mission statement, and vote in June to submit to general meeting in July. Send any questions or suggestions to Steve before the June meeting

### Branding Committee

Branding committee will be meeting next Wednesday May 18<sup>th</sup> via phone

### Financial Update

Currently \$9,200 in our account with a additional vendor and sponsor income still coming, putting us projected closer to \$13,000.

We budgeted 2K more for MVP

If we don't reach out membership goals we're down another \$2,500 from our projected budget.

There's some wiggle room in First Friday's and printing costs budgets if needed

We have enough to cover the street fair which is by far our largest source of money out. We are projected to come out ahead overall, as vendors are coming along and sponsorships we're about where we need to be

Alema is now just doing the book-keeping and not attending meetings. We need to recruit a new treasurer. Steve will put out an announcement.

#### Website

The website team is close to being able to share the first few demos of individual business pages for business owners to start looking over!

The board discussed the idea of changing our website domain to montavilla.biz from metba.org. There are many pros and cons. What if we get the second domain and have it connect to the existing? Our site is currently coming up first in generic search, and we don't want to lose that placement.

#### Facebook

We currently have three FB pages: Montavilla East Tabor Business Association, First Friday, and Street Fair pages. Should we combine? Will we lose "likes" or would this be a good streamline. Each has around 700 "likes", with METBA being the lowest. Let's post on both FF, and SF and ask folks to "like" METBA, then just use METBA and create events pages for things like FF and SF.

#### First Friday:

Still playing with the idea of doing a night market for June

Some participation on the street by stores so far

What about ice cream? Let's reach out New Avenue's for Youth to see if they will provide again

#### Street Fair

Met the budgeted goal for sponsorships! 45 vendors have signed up—about ½ way to our goal.

Trying to get a cross-street banner. Fred Meyer is the presenting sponsor and we'd like to have them print it. We are working with PGE and Pacific Power around hanging the sign.

#### **Next meeting (Monthly Board Meeting), Tuesday June 14<sup>th</sup> 2016**

Meeting adjourned at 1:42