

METBA Board Meeting Minutes 9/13/2016

Flying Pie Pizzeria

In attendance:

Stephen Rice—President

Abby McKinnon—Secretary, Portland Child & Family Counseling

Brooke Brandsmith—Vice President, Serenity Therapeutic Massage

Tina Granzo—At Large Board Member and MNA Liaison, City Beautiful Design

Alex Jaramillo—Board Member and Glisan co-liaison, Mt. Tabor Crossfit

Nana Opoku—Board Member and Glisan co-liaison, US Bank

John Pinzelik—Board Member and Legal consult, Owens Law

Julie Koroch—Board Member and grant/newsletter, Montavilla Community

Acupuncture/Julie Koroch Acupuncture

Adrienne Sweetwater—Assistant, Venture Portland

Calvin Hoff –New Assistant, Venture Portland

Guests—Heather Howell—Venture Portland, Adryanna Mendoza—M Bank

Absent:

Alema McCrea—Treasurer, AMC Bookkeeping and Tax Service

Farhad Dadkho—Board Member and East Start liaison, M Bank

Adam Stein—Board Member, Montavilla Brew Works

Meeting Dates:

Monthly Board Meetings

Annual Meeting—Tuesday Oct. 11th, 6:00 p.m., at Yahala Restaurant

Introductions were made

Thank you and good-bye to Adrienne and welcome to Calvin!

Adryanna talked about herself and her interest in joining the board—looking to improve her business development skills and become more involved in the neighborhood and community. Energy will be focused on Stark St. and the other side of 82nd for meet with meet/greets and clean ups, etc.

Announcements

MNA general meeting, second Monday of the month, 7:30-8:30 at Montavilla Methodist Church—all are welcome.

Business

The board moved, seconded, and approved the July & August minutes, none opposed

A motion was made and seconded for Adryanna to replace Farhad (who has already agreed via email to resign) and be elected to the METBA board of directors and to oversee Stark street east, none opposed.

Steve received an email from Bruce at the Co-op—outreach. The Co-op is doing a fundraiser and is requesting our help securing a \$50 gift cert. from a business that they can use at their raffle. Steve proposed that METBA purchase this gift card from a business in the neighborhood, and essentially sponsor that gift certificate.

The board moved, seconded, and approved gifting a \$50 certificate to the Co-op, none opposed.

Updates & Discussion:

Glisan Street

The next Glisan St. Meet and Greet is Oct 4th 6:30-8, at Mt. Tabor Roasters

Trick-or-Treat on Glisan St. will be Monday Oct. 31st, during the day all day. Nana and Alex will be alerting businesses, and getting going on marketing/poster design and distribution. Adrienne and Calvin will work with the Portland Tribune to do a press release to advertise. Brooke will add the event to social media. Tina will add info. to the website. Print deadline is the week of Oct. 12th, with flyers passed out by Oct. 15th to businesses for windows, etc.

Do we want to try and get sponsors for the Trick-or Treat-on Glisan? \$50 for logo on posters, or just one sponsor? What about involving the Halloween store? If we did just one sponsor, it would be more like \$200. There is also a budget allocated. Nana and Alex will work on poster sponsorships.

Street Fair

Attendance est. 12,000 in attendance—40% increase from last year. How does this compare to Hawthorne or Belmont—15K or so. SE Examiner—do huge spreads for other street fairs—let's work on relationship here. 33% increase in vendors, plenty of volunteers, sponsorships and grants were up 26%. Cost was also up significantly—primarily in hiring a full time event manager. Overall, there was a little bit of a profit. What about feedback from business owners? Overall was positive from business owners and vendors—average of 20% increase in sales from the previous Sunday.

Tap into Montavilla/Marketing Committee

Current committee has disbanded—still need to verbal “okay's” from folks on pictures. We will be printing 10K cards—distributed to all of our member businesses, and a limited quantity of the business recruitment kit.

What about creating a form so folks can download the biz kit directly on the website—Steve will work with Tina on this.

Now there is a need to form a marketing and communications committee moving forward. This will be discussed at the annual meeting.

East Portland Pilot Project

Heather explained overview:

Strategic Priorities:

Serve Members/Grow Economy

Market and Promote District

Strengthen Montavilla East Tabor Business Association

Benchmark focus:

Strong Membership

District Identity Placemaking

Work Plan:

These are broken down in a work plan including:

Month by month action plan—12 months of the pilot project broken down

And a clear/streamlined budget for the month to month planning

Board reviewed and discussed our existing work plan draft.

Venture Portland will come to our November meeting for our check in about the work plan.

Steve, Calvin, and Adrienne will meet after the board meeting to solidify the plan.

The board moved, seconded, and approved the work plan as presented, none opposed

Retreat Planning

Abby, Steve, Brooke, and Tina will conference call to plan the retreat

MNA

Tina reported that MNA is getting ready to hold their elections, and reiterated everyone is welcome to the general meeting (see announcements above for dates/time/location).

Annual Meeting

The board discussed and planned for the upcoming Annual Meeting (see below for date/time/location). Adrienne created “Save the Date” flyers and will start passing them out when she and Calvin meet with business owners. It will also be added to the newsletter, social media, and website page. Calvin will also send an email to members through Constant Contact. What about securing food for the meeting? Yahala is requiring a \$50 commitment for appetizers. Adrienne will confirm with Yahala and work with Steve—donated beer and wine and desserts with purchased

food from Yahala. Several board members volunteered to contributing a bottle of wine.

The board discussed and reviewed the Call for Board Members draft, which will be presented at the Annual Meeting.

Abby, Alex, Tina, Julie, and Adryanna will be continuing with their board terms.

Nana and Steve will be running for re-election,

Alema will not be continuing for re election

John will not run for re-election but will continue on as legal advisor

Brooke will not run for re-election

Adam will not run for re-election

Next meeting ANNUAL Meeting Tuesday Oct. 11th, 2016. 6-8 pm, Yahala Restaurant

Meeting was called to a close and adjourned at 1:31