



MONTAVILLA VISION PROJECT 2016

The Montavilla East Tabor Business Association (METBA) hosted the first ever Montavilla Vision Project (MVP) on February 23rd, a special event for Montavilla property owners. Guests were treated to a buffet of menu items from district restaurants while mixing with business owners and METBA board members. They learned how current Association projects, such as the new business district website (currently being constructed) and the Montavilla Street Fair, simultaneously increase district visibility and improve property values.

Adam Stein, co-owner of Montavilla Brew Works, spoke to attendees about the direct benefits he's seen for his small business by participating in METBA events. Stein noted, "The Montavilla Street Fair happens on a Sunday. When I opened up the

register reports on the following Monday morning, it showed that the Street Fair was our second largest sales day of the year, just after our grand opening."

The MVP event's primary sponsor, the Country Cat, opened its private event space, the Calico Room, to the event attendees. In addition to the Country Cat, the event showcased the food and drink from Alle Amin's East African Cuisine, Hungry Heart Bakery, Montavilla Brew Works, Paitong Thai, Redwood, and Ya Hala. The beautiful and tasty spread of food and drink from our restaurant sponsors was sampled by the 25 guests who attended. METBA President Steve Rice noted that the current climate of change and growth in Portland is the perfect time for property owners to make investments in the business district.

UPCOMING EVENTS

Friday, April 1

Opening day of the Montavilla First Fridays season.

Time: *Businesses will stay open late hosting live music, art openings, shopping opportunities, more.*

Location: *Businesses along the Stark Street corridor, Montavilla district*

Tuesday, April 12

Montavilla East Tabor Business Association's General Member Meeting

Time: *Noon-1:30 p.m. Flying Pie Pizzeria, 7804 SE Stark Street*

Sunday, May 15

Montavilla Farmer's Season Opener

Time: *10a.m. – 2p.m.*

Location: *7600 block of SE Stark, across from Mr. Plywood*

www.montavillamarket.org

Due to population growth and increased density in the eastern part of the metro area, 82nd Avenue is now considered “close in.” The city is updating its mixed-use zoning rules and property values are rising. Mr. Rice encouraged property owners to “seize the moment” by filling empty storefronts with new businesses; retaining existing businesses; continuing to develop the Stark East and East Glisan corridors; and making strategic capital investments that will improve the environment for business owners and

visitors alike (lamp posts, sidewalks, seating, signage, flowers, trees). He noted that property owners have a big role to play and that their “influence is HUGE in terms of the impact you can make in a community. You create the built form of an area, influence the streetscape, and curate the businesses that a community relies on and can come to be known for.” He also made a request: “We are looking to create a fund that will help seed our future efforts and leverage existing funds that come from grants, sponsorships, and members’ dues. We are

asking that you help us in building this fund.” A current property owner remarked that “supporting the business district’s goals is a positive investment to make and with combined involvement from everyone, it is very inexpensive to accomplish.” Contributions from property owners will be directed to projects throughout the district.

Event organizers were very pleased with the turnout and the participation of the sponsors and property owners. Thank you to everyone who helped make the event possible.

METBA Member March Madness!

There’s still time to join the Association and bring attention to your business

April 30, 2016 is the deadline for renewing membership in the Association or becoming a new METBA member. District members support the work of the board and the growth and viability of the Association and the business community.

For an annual fee of \$100.00, members can enjoy marketing and promotional opportunities via district events, web and social media outlets, and traditional media outlets. Member benefits are listed on the Association’s web page. The membership application can be downloaded and mailed in with the membership fee. A

secure payment option is available to those who wish to fill the application out online.

Don’t miss this opportunity to get your business name and identity out to the wider world via the new district web site. The framework for the site is complete, and the process of building and launching it is on the horizon. Join now!

<http://metba.org/members.html>

EAST PORTLAND PILOT PROJECT: This Project, which received funding for one year from the Portland City Council, is now at the six-month mark. The six districts

involved – Foster, Parkrose, 82nd Avenue of Roses, Gateway, Division-Midway, and Montavilla East Tabor – have made great progress in increasing membership, revenue and volunteerism, and have another six months to go to meet individual district goals. Infrastructure and street improvements, as well as district events are part of the developments happening on the East Side. Check out all district news and events here: <http://ventureportland.org/business-districts/>.

Yoga Refuge Celebrates 2-year anniversary

By Kate Holly, Director, Yoga Refuge

I am excited to be celebrating our two-year anniversary as a studio. As any small business owner can tell you, the first two years is mostly about building the foundation that will support growing and thriving for years to come, and we have experienced enough slow and steady growth to keep us moving forward during the most vulnerable stages.

There were two major life events that precipitated the founding of Yoga Refuge. In 2012 I had my first son, August, and a few months later my husband and I decided to buy a house in the Lents neighborhood. At the time I was a freelance yoga instructor, which meant that I drove all over town, teaching at over five different locations. I began to dream about investing in my local neighborhood, one of a few areas of Portland that was not already saturated with yoga studios.

I live in the northeast corner of Lents, and the only things that are walkable from there are

strip clubs and Safeway, so I knew it would be a stretch to plant a yoga studio in that area. Other friends who lived in Lents would frequently tell me about the amazing businesses they enjoyed visiting Montavilla, which was only a few minutes by car or an easy bike commute away.

One day as I was daydreaming and browsing Craigslist, I came across the space that is now Yoga Refuge. The space was *very* weathered. It had been a kung fu studio for 25 years, and the building was in need of many updates. When I visited the location, however, all I saw was its potential to be a gorgeous and thriving yoga studio in what is currently the most exciting business district of Portland's outer East Side.

For me, a yoga space should be a beautiful and welcoming healing environment. I have felt this way walking into historic churches, contemporary art galleries and greenhouses, and I draw my inspiration from those types of spaces.

OREGON SMALL BUSINESS DEVELOPMENT CENTER (OSBDC)

Need help managing or growing your business? The OSBD, with centers at Portland Community College, as well as Mt. Hood and Clackamas Community College, has been advising small businesses for the past 30 years. The centers offer classroom instruction, one-on-one advising, and opportunities to network with peers and talk to local experts on specific aspects of running a business.

The OSBDC is a resource that's available to people launching their first business ventures and those who've been in business for years. The Center can assist with the following:

- Writing a business plan
- Developing a long-term strategy for growth
- Securing financing
- Expanding into new markets
- Addressing current challenges and developing an action plan to meet business goals

Different centers have different focus areas. To find the closest center to you and to learn about services, visit this site: <http://www.bizcenter.org>.

I opened the studio in March of 2014, with the intention of having an offering for everyone in the neighborhood (beginner-friendly classes, as well as more advanced and challenging classes).

I invited some of my favorite local teachers to come on board, and I'm grateful to have an evolving team of professional, skilled and compassionate instructors whose teachings embody the rich, varied and transformative potential of a yoga practice.

Yoga Refuge is the only full service yoga studio in Portland that is east of Mt. Tabor, and while we have a few niche offerings, I try to keep our schedule diverse and full so that the residents of the outer East Side find us to be accessible and relevant to their lives.

My big dreams for the studio in the next year are to launch our first 200-hour Yoga Teacher Training program and to program some innovative classes and workshops that merge my training as a theater artist and performer with my teachings as a yoga instructor. I am also graduating from an extensive Yoga Therapy

training program at the DAYA Foundation this month, and after seeing the positive impact that my private yoga therapy sessions have had for clients, I am motivated to make more opportunities for that work at Yoga Refuge.

I ended up having my second son, Julian, in the summer of 2015, and while the last two years have been a whirlwind of trying to find balance between my responsibilities at home and at the studio, I am so very grateful and honored to have the opportunity to serve my community in this way. Thanks to the work and support of many people, the studio space has been transformed into a true refuge.

The workshops and special series that we offer tend to reflect my own passions: self-care for parents, the creative process, contemplative practice and the therapeutic/philosophical aspects of yoga. Upcoming events at Yoga Refuge include:

-March 24th: Mama Baby Yoga Series begins

-March 26th: Yoga & Poetry workshop for Mothers

-March 26th: Holistic Nutrition Series begins

-April 5th: Parent and Child Yoga Series for 2-4 year olds begins

-April 10th: Prenatal Yoga Series begins

-April 16th: Yoga and Songwriting Workshop

To learn more about the studio, its programs, and upcoming events, visit:

<http://www.yogarefugepdx.com>

BUSINESS NEWS

East Glisan Meet & Greet

The February 8 event, held at Paitong Thai restaurant, was attended by small business owners, neighbors, families and METBA board members Nana Opoku, US Bank branch manager, and Alexis Jaramillo, owner of Mt. Tabor Crossfit. (Both businesses are located on East Glisan.)

The attendees discussed their ideas and provided feedback about the vision for Glisan Street. Neighbors indicated via a brief survey that they would like to see more eateries, pubs, nightlife events, kid-friendly establishments, and re-creational, neighborhood-scale parks. Attendees also favored more community engagement with a street

clean up committee and business partnerships.

According to Ms. Opoku, there are presently two new businesses that are looking at commercial spaces along this business corridor: a bagel shop and a manufacturing and related retail business. What does

the future hold for this area of the business district? Quarterly meetings are an opportunity for business owners, residents and other community stakeholders to communicate directly with METBA board members to shape the look and feel of this up-and-coming commercial street.

The next meeting will be held on Monday, May 2, at 6:30 p.m., location to be determined. For more information about the schedule and process, contact East Glisan Quad Chair Nana Opoku at nana.opoku@usbank.com.

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.