



## The Montavilla Street Fair is coming – spread the word, join the fun

Katie Meyer, who has been in charge of planning and executing details for the 2016 Street Fair, updated the METBA board and members at the July general board meeting. The fair is being advertised via traditional and social media, and a banner across Stark Street is visible to the 9,500 cars that travel on Stark Street daily. Last year’s crowd count was estimated at 10,000 people, and this number will likely go up due to the increased exposure. See sidebar for date/time/location.

Katie reported that the vendor count has almost reached capacity, with 28 of the current 95 slots taken by METBA members. Business owners who are members of METBA receive a 10 foot x 10 foot booth space on Stark Street; this is great visibility as there will be a lot of foot traffic during the fair. The last day to register as a

vendor is July 27. She also announced the need for volunteers. Tasks range from set up, clean up, sign distribution, and general information, to assisting vendors and the event manager. For registration or volunteer information, please contact Katie at **montavillastreetfair@gmail.com**.

### BUSINESS NEWS

**Natural Furniture** will be occupying the commercial space at 7940 SE Stark Street in between Eco Baby and Townshend’s Tea. The official grand opening is slated for September 1, however the business owners hope to participate in the street fair, so swing by to welcome them to the district.

**Invoke**, a new retail store that recently opened its doors at 414 SE 81<sup>st</sup> Street on June 11, carries “modern artifacts” for the home,

### UPCOMING EVENTS

**Wednesday, July 27**  
**Montavilla Street Fair Volunteer Meeting**  
**Time:** 6:30 p.m.  
**Location:** Montavilla Brew Works, 7805 SE Stark Street

*Event coordinator will be going over what to expect the day of the event.*

**Sunday, July 31**  
**Annual Montavilla Street Fair**  
**Time:** 11a.m. - 5 p.m.  
**Location:** SE Stark Street between 82<sup>nd</sup> Avenue and SE 76<sup>th</sup> Street

**Friday, August 5**  
**Montavilla First Friday, Night Market**  
**Time:** 5-9 p.m.  
**Location:** Farmer’s Market lot; businesses along Stark Street

**Sat.-Sun., August 20-21**  
**Montavilla Jazz Festival**  
**Location:** Portland Metro Arts, 9003 SE Stark Street

*The schedule is now online for viewing:*  
**<http://montavillajazzfest.com/schedule/>**

offers classes such as meditation and monthly drumming sessions, a reading room for customers to enjoy during shop hours, and rentable space for workshops or lectures. Owners Durga & Kristie Sivaya have created a unique spot in the downtown Montavilla sector.

## **NEIGHBOR NEWS**

**SMART** (Start Making a Reader Today) is looking for volunteer site coordinators to lead its program at Bridger Elementary for the 2016-2017 school year. It's a fun way to connect with kids and get involved in the community.

To learn more, go to <http://www.getsmartoregon.org/get-involved/volunteer/site-coordinator-position-description/>

For details about the program, you can also call 971-634-1628 or write to [metro@getsmartoregon.org](mailto:metro@getsmartoregon.org).

## **BUSINESS NEWS**

Jacob Falkinburg, Venture Portland's Grants and Communications Manager, presented the following points about choosing and using a social media platform to increase interest in local businesses at the last METBA general meeting:

Is a social media strategy worth your time? 84% of in-store visits are preceded by online research; 73% of customers would buy from local retailers if they were able to view products online; consumers use social media to learn about products and services; and purchases are influenced by social media posts.

Facebook is the most popular social media platform because it shows a personal aspect. Consumers trust Facebook more than a web site. FB posts are about having a conversation with consumers and delivering content that customers will be interested in (events, articles, photos and videos).

It should include a mixture of community happenings, business events and industry news.

Email is still relevant for reaching the portion of your customer base that does not utilize social media; best for promotions.

Instagram and Pinterest are visual ways to appeal to an audience. Instagram has 400 million active users (and growing); Pinterest has 100 million active users, 85% of which are female. Twitter use is declining.

Whatever platform a business decides to use, it should work for the business and cater to the owner's interest. Help is available via counseling and workshops at **SCORE (Portland.score.org)** and the **Small Business Development Center (bizcenter.org)**.

The Montavilla East Tabor Business Association monthly newsletter is intended to provide Association 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](mailto:juliekoro@comcast.net), with "METBA newsletter" in the subject line.