

METBA Board Meeting Minutes 7/12/2016
Flying Pie Pizzeria

In attendance:

Stephen Rice—President
Abby McKinnon—Secretary, Portland Child & Family Counseling

Tina Granzo—Board Member, City Beautiful Design
Julie Koroch—Board Member, Montavilla Community Acupuncture/Julie Koroch
Acupuncture
John Pinzelik—Board Member, Owens Law
Alex Jaramillo—Board Member, Mt. Tabor Cross fit

Adrienne Sweetwater—Assistant, Venture Portland

Guests: Katie Meyer—Street Fair coordinator, Jacob and Neil—Venture Portland

Absent:

Alema McCrea—Treasurer, AMC Bookkeeping and Tax Service
Nana Opoku—Board Member and Glisan liaison, US Bank
Farhad Dadkho—Board Member and East Start liaison, M Bank
Adam Stein—Board Member, Montavilla Brew Works
Brooke Brandsmith—Vice President, Serenity Therapeutic Massage

Multiple METBA members in attendance including:

Sarah Mathis—Art and Beauty, Kerry & Gabe—Wicks, Tammy Slater—Natural Furniture,
Rita—Union Rose, Kim-Gracious Goat, Ed Espinoza—Venture NE 80th Ave. ,
Carmen—Beanstalk, Nathan—Sunlight Solar

Meeting Dates:

Monthly Board Meetings—Aug. 9th, Sept. 13th
Annual Meeting—Tentatively scheduled for Oct. 11th.

Introductions were made

Guest Speaker:

Strategically Social: Social Media and Online Communication-- Jacob Falkinburg,
Venture Portland

*Are you making the most of social media? Learn tips for turning social media and online communication into foot traffic and sales. Find ways to coordinate email, web, and social media platforms to extend your reach, attract customers and build business buzz.

*Power Point available

Introduction by Neil from Venture Portland—Venture Portland is a support system for the city's 15 neighborhoods, aiming to help our local economy succeed. ½ the jobs in the

city are in the neighborhoods, and most of those businesses have 5 employees or less. Venture Portland is here for us!

Announcements

METBA is looking for folks to support a communications committee

Natural Furniture—Moving from 8th and NE Broadway, unfinished solid wood furniture. Moving next door to EcoBaby. Grand Opening by Sept. 1st, hopefully a soft opening sooner.

Jonah-En Vogue 414—Esoteric living store, teaching yoga, just opened 4.5 weeks ago. Welcome!

Venture Portland grant extended for a second year!

Updates & Discussion:

Night Market

First night market to be held Aug. 5th at the Farmer's Market site, in conjunction with First Friday's. Aug. 5th 5:00-9:00. 15 vendors currently—mostly art orientated. Two food vendors are working on their permits. Sarah is seeking more vendors for the event—community artists, etc. Vendor fee is \$15. Contact Sarah or Brooke with any questions!

First Friday

First Friday feedback per one METBA member suggests it doesn't feel any differently than any other day. Brainstorm for how to increase visibility: Put things out in front of businesses, have a band, create vibrancy on the street to make it "look" more like an event. How can businesses be supported to get more involved? Could there be more outreach to existing stores? Sarah would like for METBA to be present at the First Friday event as much as possible.

Street Fair

Street fair—28 METBA members signed up, and 95 total vendors so far—almost at capacity! Free vendor space if you're a METBA member. Street Fair banner is up, yay! All the advertising is out—posters and postcards are available for distribution. Budget and prep work is done permits are almost there. Montavilla Brew works will help fill the dunk tank with warmer water. Contact Katie Meyer with any questions or suggestions!

Glisan Street Clean-up

Alex reviewed the first Glisan Street Clean up. Tina will put this monthly event on the METBA website. Last Saturday of the month, 9 am, meet at Mt. Tabor Crossfit!

East Portland Pilot Project: Portland City Council voted to fund the project for a second year. The Project goals and requirements remain the same for Phase 2. Venture Portland can offer METBA funding, but board has to decide if it wants to follow the guidelines for participation. If board votes to continue with project, it needs to identify two benchmark priorities and what the grant funds will support. Venture Portland will match grant funds

to bring grand total to \$4,000. A district organizer will be available again to help with admin tasks. The board will continue working on this for year two!

Adrienne briefly went over the 3rd quarter review of the METBA work plan. This will need to be discussed in more detail and approved at the next meeting.

Tap into Montavilla

Flyer final draft, poster, new member packets, and Business Recruitment Kits were reviewed and members encouraged to give input. These will be finalized soon!

District Website:

About 30% of members have completed their pages on the new website. Members please log in and complete this!

Public Relations/Advertising

Earned media, can we generate some press about Montavilla. We had an ad in SE Examiner about the street fair. We have a little money. What about Portland Monthly and/or Oregonian/SE Examiner, Portland Tribune has also reached out. How to we build those relationships? What about NW Children's? METBA board is looking for some members to support a communications committee. Please let Steve know if you are interested.

Bylaws

The process for updating Bylaws was reviewed. We need to follow our current Bylaws in order to amend and vote in new ones. Members reviewed changes and offered questions and comments.

Move to approve the Bylaws as dated 6/28/16, was seconded

Bylaws were approved, none opposed and no abstentions

Next meeting Tuesday Aug. 9th, 2016

Meeting was called to a close and adjourned at 1:34