

METBA Board Meeting Minutes 11/8/2016

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

John Pinzelik—Board Member and Legal consult, Owens Law

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

Acupuncture/Julie Korocho Acupuncture

Calvin Hoff – Assistant, Venture Portland

Guests—Heather Howell, Molly & Tina—Bridger PTA

Absent:

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

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

Announcements

Heather had an interview with the Tribune and highlighted METBA's website!

METBA has received a second year of the Fall 2016 Venture Portland grant to help increase web presence!

Business

The board moved and approved September minutes, none opposed.

The board moved and approved the Pilot Project first quarter review as presented, none opposed

Updates & Discussion:

Bridger Elementary:

Molly and Tina talked about Bridger Elementary and introduced themselves.

Bridger is a Title one school always looking for community support, Spanish immersion school, and dual language with a very high Latino population, 60% on free and reduced lunch. Auction in March—looking for donations. Biggest fundraiser of the year—bringing in money for field trips, art programs, SUN

programs, etc. Sponsors will be on the Facebook page, etc. so getting business names out there via marketing. They left information with the board, let Steve Rice know if you are interested in more information!

Sponsorships--METBA

METBA could send it out to our list serve, what about having an event showing up on our slide show on the website, doing a table during frosty fest to advertise, having 5th graders selling their jewelry, etc.? Bridger will work with Brooke for Frosty Fest and the board for additional support.

Financial Report

Steve discussed the profit and loss comparison between last year and projected for next year. There has been a great amount of growth here in the last two years! New for this year, each committee will be giving the board a projected budget for their annual projects. Once approved, committees have freedom to make decisions w/in their approved budget and committee chairs will share out updates at board meetings.

East Portland Pilot Project

Calvin reviewed the first quarter. We had a merging of all METBA related Facebook pages (event specific) to one main page, there was a large increase in likes! Other major accomplishments—Glisan St. mixer, annual meeting, Board Strategy Summits for planning. Glisan St. lots of engaged attendees. Annual meeting—really solid board election. Board Summits-Wrapped up, evaluated year one of the pilot project grant, it was submitted and in process.

Membership Campaign

Two cover letters—one going out to businesses which are members or who we're targeting. A second to property owners. Not going to do another MVP event, rather fold that into the membership campaign so property owners can become METBA members. Are we going to make changes to regular dues? Are we going to add or change any member benefits? What about the membership level for property owners—same or different for regular members. What about the mailing again? Are we going to do the same pieces for a mailer?

What about board coming together to doing a "mailing party?" Yes, this will be hosted at Tina's Wed. Dec. 21st. Tina will get back to us with specific time. Likely 5 or 6. Steve will invite new board members.

Date for mailers in the mail is first week in Jan.

Calvin is taking the lead on the rest—design, etc. Steve will create the cover letters.

The way we do the sponsorship form has been emulated by other business districts! Nice job METBA!

Proposal to keep dues the same for business members--\$100. What about waiting to increase dues next year when we have the added member benefit of the map.

Last year property owners were offered a \$250 level membership for ownership of one property and \$500 level for ownership of multiple properties.

Board decided to keep one level for business owners--\$100, and one level for property owners--\$250.

Annual Meeting

Loved the location and the food. Presentation was good and paced well, good information outlining what the board has been up to. Julie provided a follow up via newsletter. Steve reached out to all of the new board members, and has set an orientation with those folks—work plan, bylaws, review structure, etc.

New board members officially start as of the January meeting. They have been invited to November and December meetings as well to help encourage cross overs.

Communications Committee

Will convene in December—Steve, Tina, Julie, Adryanna, and Calvin. Date TBA

Frosty Fest

Lighting the street—Sunday Dec. 20th, 8:00 a/m. Lights have been checked and organized, more lights will be purchased.

Black Friday—Window decorating contest! Judging will be Dec. 19th. There will be great prizes! See Beth for more info. (503) 307-3705

Frost Fest—Merry Montivilla Soiree supporting JOIN (warm clothing drive), Pub Crawl Friday Dec. 9th. Sat. 12/10 is Santa Saturday at Wicks. Looking for volunteers for Saturday—See Brooke (Brooke@serenitypdx.com) for more info! Free movie (Elf) on Sunday 12/18. Sunday the 11th—possibly Micah and Me Holiday Addition at Beanstalk, and Farmers Mkt restock event. What about adding carolers, balloon animals, or face painting?

How are we going to track what is incentivizing sales and generating. Pubs—drink specials, businesses staying open late and offering specials. Craft sale. Small business Saturday and Little Boxes. How are we tracking the revenue. Doing something with the pub crawl—bring in two receipts and receive a 10% shopping coupon. What if we put something in every business—scavenger hunt. What did you find here, I spy. When is the next meeting.

Trick or Treat on Glisan St.

Big increase in attendance and participating businesses! Awesome job!

MNA

Some new board membership and new placements of executive committee

Next meeting Tuesday Dec. 13th, 2016. 12:00 pm, at Flying Pie*

*come a bit early to get some food (provided by METBA)

Meeting was adjourned at 1:29