



WA Business Association Meeting Minutes

Wednesday, October 12, 2016
The Blaisdell, 2322 Blaisdell Ave
4:00 - 5:20 p.m.

Attendees:	Andy Cohen	The Bad Waitress, <i>Chair of Business Association</i>
	Jared Thompson	Wesley Andrews Coffee
	Emma Thompson	Wesley Andrews Coffee
	Paul Jablonsky	Nicollet Car Wash
	Emanuel Tekle	Preservation Alliance of MN
WA Staff:	Ricardo McCurley	

Introductions/Call to Order - Andy Cohen

Introductions are made. Andy calls meeting to order at 4:05 pm, invites a motion to approve the agenda. Paul motions to approve, Emma seconds.

Item One — Whittier Wheels Update - Ricardo McCurley

Ricardo shared the work of Paul and his three interns. If businesses continue to sign up, Whittier will have the densest area in the country of bike incentives. The idea of a Whittier wheels bikeathon with monthly incentives was suggested. There was also talk of connecting it to a passport/coupon book. If there was a way to promote the program more, use Dero zap? Dero Zap is a system of sensors that track bikers using an RF Id in their wheel. Organizations can use this to track biking usage of their employees, customers, or constituents and provide incentives.

Item 2 – Open Streets recap and potential 2017 route- Ricardo McCurley

Ricardo noted there was a disconnect between the Kmart parking lot and the rest of the event due to Lake St remaining open. The Bicycle Coalition and the City would like to extend the event to 24th and Nicollet and perhaps further. This possibility of doing a joint Open Street/Eatstreet 20th celebration was discussed. If we make sure there is a lot happening on eat street and worry less about the connection it might work. Andy noted that Open Streets seems neighbor oriented, people don't drive to it. A separate Eatstreet event was proposed. Doing something in may/june? Do separate days? Maybe an Open streets Eatstreet from Kmart to the mall.

Item 3 - WA 40 / Eat Street 20 Task Force -- First Meeting Date Set (Ricardo)

The first Eat Street 20 Task Force meeting is set for October 25th, 2 pm and Pimento Kitchen.

Item 4 - Holiday Meetings

TheBA will have December 2 holiday meet and greet in conjunction with volunteer event.

Wesley Andrews will open Nov 18th with a tea focus, 36 capacity and Slater espresso machine (it's a big deal!).

There is also a Barista Throwdown November 18.

Meeting adjourns at 5:20 p.m.

Minutes submitted by Ricardo McCurley.