



## **WA Business Association Meeting Minutes**

Wednesday, June 13th, 2018  
Icehouse (2528 Nicollet Ave S) 3:00pm - 4:30pm

### **Attendees:**

Araceli Perez- Marissa's Bakery- Board Chair  
Nancy Sjoquist- AAUW  
Brian Liebeck- Icehouse  
Paul Jablonski- Nicollet and Loring Car Wash  
Nate Broadridge- SK Coffee  
Mary Kaminski- Hennepin History Museum  
Hodan Hassan- Resident  
Hukun Abdullahi- Resident/Afro American Development Association  
Craig Baillie- Brave New Media

**WA Staff:** Kaley Brown, Dan Stanton, Marcus VanderSanden

### **Introductions/Call to Order**

Call to order at 3:08pm by Araceli Perez, Business Association Chair.  
Agenda is reviewed. Approved.  
Minutes from May BA Meeting are reviewed. Approved.  
Introductions.

### **Host Highlights- Icehouse**

6 years in started with chef and business partner, was approached by building owner about space. Icehouse name taken from previous use of building by Cedar Ice Company. They generally have ticketed shows throughout the week in addition to lunch and dinner service.

100% scratch kitchen- a lot of moving parts with musical and restaurant component.

New owners based out of Chicago bought building, in addition to Blacksheep building, and are doing renovations in ballpark of \$500,000 dollars to improve building exterior and tuckpointing.

### **Eat Street Food, Music and Arts Festival**

Have been working with Icehouse, Brave New Media, Creation Audio, Black Forest and Paul Jablonsky (Nicollet and Loring Car Washes) in the early planning stages of the event.

September 15th, 1pm-9pm. Will be closing down Nicollet from 25th-27th

26th Street Bridge will still be closed at that time.

1 main stage- Local and national acts

Aztec Dance Troupe is confirmed

Received Great Streets grant from the city that will cover half the expenses so will need assistance from sponsorships to execute event this year and in subsequent years.

Call for vendors- will be soliciting food, merchandise and informational vendors throughout next months leading up to event. Tentative deadline for sponsors and vendors is July 30th.

### **Craig (Brave New Media)- Sponsorship Deck**

First draft- edits and ideas can be sent to Kaley and we can tweak to make it most appealing, encourage people to spread the opportunity within their networks.

It is good opportunity to get your company name out there in the community.

Potential for Sponsorship Committee to be formed when levels of sponsorship become more clear.

Flyer is unfinished but existing flyer will be used primarily for sponsorship

Looking to have branding promotional branding featuring "Easter Eggs" of images representative of neighborhood forming a backdrop of over block letters of Eat Street Festival to make it unique to Eat Street.

### **Craig- Marketing Plan**

Will need to do a microsite to promote, website "EatStreetFest.com"

For now a takeover of Whittier's homepage will have to do.

Will create graphics for local businesses who would like to participate and promote on their websites - can customize for individual need.

Digital and print material will be provided by Brave New Media.

### **Brian- Music**

Tried to draw performers that live in or have ties to the neighborhood- music can be complicated especially in summer with so much happening and competition for bookings.

Malamanya Salsa band confirmed to start the day off.

Haley Bonar, stage name Haley, will be the headliner.

Madison McFerrin, who is Bobby McFerrin's daughter, is a potential or a band called Frog Leg or a different brass band is still a potential.

Kaley- Aztec Dance Troupe is confirmed as well as some participation from b.resale in form of a fashion show.

### **General Info/Questions**

NuWay is willing to provide volunteers.

Any of these documents can be sent digitally- looking to push for vendors- if you have any questions or suggestions reach out to Whittier Staff.

Wanted people to be able to walk around with their drinks so points of entry will be monitored to ensure that.

Wristbands for alcohol sales will be \$2 and proceeds will go directly to Whittier Alliance.

Alcohol vendors are filled by Icehouse and Black Forest- much like open streets people are welcome to set up 10x10

tent and sell food or merchandise- seeking diverse mix of vendors. Merchandise and Vendor will be flat fee, Food

Vendor will be 20% of sales- logic behind that is in first year there is no benchmark for attendance to promote businesses to participate so percentage could mitigate cost in the event of a bad day.

Door to door outreach will begin tomorrow- but word of mouth among businesses will be helpful in promotion of this event.

### **Bridge Closing and Infrastructure Updates**

26th Street Bridge is now closed until November and the 24th Street pedestrian bridge is now closed until 2021.

There will be a variety of other highway closures and infrastructure projects that will affect Whittier and access to Whittier. People are encouraged to visit and sign up for updates at [www.mndot.gov/35w94](http://www.mndot.gov/35w94)

### **Current News and Events**

Upcoming events at Hennepin History Museum

- Friday June 15th, panel discussion with three local contestants from Project Runway

Whittier Alliance

- Housing Issues Committee- A lot of energy to get in at ground level of development projects
- Movie in the Park July 25th
  - Trailhead games will be putting on a presentation of game

Brave New Media- Craig has been contacted by lot next door about development will forward information to Whittier Alliance.

### **Old & New Business**

Environmental Initiatives- Had follow up meeting with Hennepin County to further explore the possibilities of bringing pilot program to Whittier

Whittier Business Association Newsletter- Trying to aggregate and distribute information and updates digitally about happening in the business community. Businesses can send information to [business@whittieralliance.org](mailto:business@whittieralliance.org) for publication in the newsletter.

Whittier Farmers Market- grant money for small business incubator. 8:30am -1pm. Every Saturday.

BIG IDEAS Grant- July 31st deadline for submission.

**Meeting adjourns at 4:04pm**

**Minutes respectfully submitted by** Marcus VanderSanden