



WA Business Association Meeting Minutes

Wednesday, July 12th 2017
Black Forest Inn 3:30pm - 5pm

Attendees: Felino de la Pena Spanish acad.
Andrew Nordick Logica Law
Erica Christ Black Forest Inn
Saralyn Romanishan Wedge resident
Martha Nemesi Learning in Style
Christina Le Lake Wine
Tyson Forbes Production Company

WA Staff: Ricardo McCurley, Anne Lehman

Spotlight on Business -

Water systems, oktoberfest, talking about family owners 50th anniversary parking issues. Home german food vs restaurant german food, meat sources, amish people, dad is a butcher apprentice, younger tastes becoming more eclectic and accessible to the “hip” ppl in minneapolis. Foodies really like trying weird things there

PLAY IN THE PARK preview: ci tiger line arts// mn landscape arboretum play., touring for 3 years. Washburn fair oaks park. Outdoor walking play. Your relationship with nature, people walk around and follow they play. Guthrie ordway, good actors. Mn regional arts gave grant. First 2 weeks of september 8-18. Between 100 -300 at every performance. -thats a ton of people. 5:30 weekdays 4:30 weekends. School performances from 600 local school kids, big birthday bash henry david thrower 17th or 18th. Make it accessible and free. 30 min pre show. Opportunities for Food vendors. Artists etc. There's a number of volunteers that are needed. Community course, non english speakers to simplify the music and words. There is a big focus on the community, there's going to be a documentary being filmed while they are here. Learning in style is being asked by Tiger Line Arts to see if any of their students are looking to be in the chorus for the play.
vendors/ad in playbill/ plays in the park. Much more accessible to others linguistically. Push to construction time ad. destination . Hiring whittier bike police to work the event to save the play company some \$ and put our resources to use.

Guest Speaker:

Introductions/Call to Order

Meeting begins at 3:57
Minutes approved
Agenda approved

35W Closures-Whittier Response.

Basically we are going off of the st.paul/ university construction project (that lasted for about a year and a half) and spreading it out to be a full neighborhood event/rebrand that will continue over the next 5 years. This could include weekly events in whittier (neighborhood wide happy hour, art crawl, movie nights, theme nights, etc) we will be

asking for help from art and design professionals as well as event planners in the neighborhood. Working towards a better social media presence to draw people to the neighborhood. What do we do about it? Create customer origin survey? Volunteers? Flesh Out survey. Effects? How does this help? We're already changing in our own construction. Window for pulling new people is kind of short. Destination businesses vs smaller businesses that get less attention? What does that mean in terms of how do we reach out and is it worth it? Possibilities of a night market and other advertising/event tied events. It should be funded by businesses and whittier alliance. Communication with everyone is super important here. It's also really important to pepper professionals into conversation so it stays organized and realistic.

Business Inclusiveness and Outreach Discussion

Not many businesses have enough time to come to the BA meetings, there is also a language barrier. But we need to go out ourselves and help them. Come to them with ideas. Throw a bone and see what comes back. Exclusivity of ba. Language barrier or translators? Hiring that spot. Business owners can translate. kristina , the guy who owns bp. Consistency is important.

Do we hire translators or community organizations that can do that for us? Each meeting would be one agenda item that pertains to one particular group. Ricardo is working to reach out to people who are able to kind of drop by on the spot for translation. Once a quarter have it set up where we host the meeting in another language. Have english translator. Ricardo could present and there is also a small window for camilla to work with us. Small breakout sessions to discuss issues. Translating documents. Documents first.

We are planning to start having BA meetings that will split off into groups defined by different languages, there is a big possibility that this idea would really strengthen the ideas and voices of the non white business owners/community members in the neighborhood.

How welcome are these businesses to the community. Marketing for business itself. Is it a subset of the spot light, Make more content for social media. Substance and quality of social media posts, Don't be redundant. Make those choices ahead of time before setting up mobile office. Business open house to connect with community? Make it casual but helpful with branding and giving the business a voice. Social media push-social media manager for the neighborhood?

What are social services that we can balance and include and market with this idea? What effect does that have on non profits opposed to selling to customer? How do they service the community? How do we show that to others? Pick one place once a week/area? Help point out more lowkey spaces. Move throughout the neighborhood in a pattern. Don't just stick to restaurants. Bait people before you go out, with neighborhood politics or incentive to talk to us. Help from groups willing to anchor those events. Starting small? Start something simple that developes into something larger. That would help advertise ba meetings by social media posts with a brand. How frequent and how long? How does time management work for everyone and whittier employees, 2 to 3 hour range. Meetings and ac and good noise vs cross conversation that happens in the office. Make sure the reachout theme is really prominent and clear. Have facebook page as navigator with community contacts.

Office changes: mobile office ideas, once a week? Once a month? Wednesday afternoon, hosted by local businesses? One location for 2-3 weeks? Ba meeting advertising also, good to interact with public and other employees. Work on connection with businesses and social media presence -how welcoming/ we could make more restaurants more public exposure. Accessibility issues?

Things not addressed during this month meeting:

- **Big Ideas Grant**

More inclusive idea for programming anybody can submit an idea. Only one winner but also getting multiple ideas for potential implementation in the future.

- **Whittier Farmers Market**

Opening next week - looking for vendors and musicians paid \$50 fill out form on website

Meeting adjourns at 5:47pm

Minutes respectfully submitted by Anne Lehman