



## WA Business Association Meeting Minutes

Wednesday, September 13, 2017  
Minneapolis College of Art & Design 4:00pm - 5:30pm

**Attendees:**

|                   |                              |
|-------------------|------------------------------|
| Grant Rockwood    | Realtor/Insurance Agent      |
| Jay Coogan        | MCAD                         |
| Cedar Phillips    | Hennepin History Museum      |
| Marti Stewart     | City of Lakes Waldorf School |
| Amina Gesale      | Family Quality Care Inc.     |
| Felino de la Pena | Spanish Academy              |
| Christina Le      | Lake Wine                    |
| Andrew Nordick    | Logica Law                   |

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

### Introductions/Call to Order

Meeting begins at 4:03pm, Minutes approved, Agenda approved

### Current Concerns & Events

- Business Association Meeting will take a different approach: there will be more of an open dialogue about each business
- **Ann Benrud (MCAD): Safety Talk**
  - Conversation arose when she and a student were harassed after getting coffee at Spyhouse. Similarly, another student experienced street harassment coming from Nicollet & Franklin
  - Multiple instances of street harassment
    - This spurred on a conversation around how to be safe, with the beginning of the school semester
  - What can be done? MCAD has created many ideas:
    - Be proactive - MCAD is starting an ad hoc committee regarding street harassment
    - Solutions that create a safe environment for all people in the neighborhood
    - Commit to expanding network broadly
      - Engage with stakeholders in the neighborhood: CTC, MIA, etc. for partnership in mitigating this problem
    - Potentially, make use of apps to raise awareness
    - Create a bystander's guide to how to deal with situations when someone else is being harassed
    - Police have given the solution of, if you feel comfortable, take a picture
      - This isn't a comfortable approach for the majority of victims
- **Conversation around Safety Talk:**
  - This is a positive thing to be brought to the table
  - These things can potentially be reestablished as new priorities within the Whittier Alliance
  - MCAD wants to ensure students feel safe/comfortable in and around campus
  - Activity increases in summer
  - Whittier Alliance contracts off-duty police officers for bike patrol in the neighborhood

- What are other neighborhoods, city, etc that have taken on similar initiatives to combat problems like these?
- Would MCAD be interested in safety seminars?
  - Possible to have head of public safety lead a training of some sort at a meeting, or he could identify useful resources to distribute to students/public
  - MCAD would be interested in hosting a seminar
    - Ann: it would be useful to organize a campaign around this, engaging and incorporating others
- What is the source? Is it residents?
- Neighborhood watch with a Whittier twist
  - Encourage people to report what they see
- Issue of inaction, lack of engagement
- Example: women set up their own page with a map of instances of harassment to illustrate
- **Hennepin History Oral History Eat Street Project** - Exhibit till February 25th
  - Transcripts of all oral histories are housed at Hennepin History Museum, and these will be housed Downtown as well
- **Waldorf**: has been approached and asked if they want to purchase a building (24th & Nicollet, across from McDonald's) that was set up as the 7th day adventist church (used as festival hall and space for community by Waldorf currently)
  - They haven't decided if they'll pursue purchasing the building
  - However, they are interested in gaining partnership in the community so that it could be used as a community theatre/performance space
    - Not on the market
    - Putting it out there if there are any interested entrepreneurs/partners in the neighborhood
- MCAD is working on a new campus masterplan
- LOCAL 25 (developed by CPM) - marketed as "preparing for MCAD students" - marketed this without the consent of MCAD
  - MCAD is looking into building additional housing on their campus
    - Have a space that has been vacant for four years that they want to repurpose
      - Would be less costly for them to tear down than renovate
- **Grant Rockwood**: Medicare Open enrollment is soon; he is a free resource, giving seminars at YMCA's in the area and Open Streets
  - Enrollment - October 15th-December 7th; MNSure: November 1st-middle of January

### Spotlight on Business - MCAD - Jay Coogan

- Started in 1886, moved to Whittier in 1915
- 750+ students, majoring in 14 different programs
- 53% of students are from Minnesota
- 5% of students are International
- 43% are eligible for Pell Grants
- 1/3 of students are housed on campus
- Open House on Saturday celebrating commissioning of artists to do installation projects on campus

### 35W Response Task Force

- Andrew has been working with Whittier Alliance to create a task force for construction of the 35W Task Force that will be happening over the next 5 years
  - Bringing in Zeus Jones to help with marketing, creative ways to encourage people to come into the neighborhood
  - Pairing with Sunrise Banks to address financial side
  - These things are in infancy; nothing is solidified yet, but Zeus Jones and Sunrise are willing to lend a helping hand
    - We still need helpful minds to create those ideas

- Task Force would meet 1-2 times a month outside of BA, then present to the BA to be tweaked and voted on. Then, they would be brought to the WA Board, where they would be decided on.
- There will be an awareness aspect to it, but there will also be a portion devoted to mitigating problems for businesses associated with the street closures
- The Task Force will be a brainstorming session to create ideas to be implemented by WA, Zeus Jones, Sunrise Banks
- MNDot has spent their budget: there will be no wayfinding
- Questions/Concerns:
  - Economic impact for businesses: will become harder for people to get in and out of neighborhood
    - What are the other concerns?
      - Safety: people will be navigating new areas with street closures, added traffic
  - Signage/wayfinding is a major concern
    - This has already been a concern prior to this
  - Is there an existing definition/description of the Task Force?
    - No, this will be fleshed out

Vote on Task Force:

**Motion** to create 35W TaskForce. Motion seconded. 6 - yes, 1- abstention. **Motion Carries**

The Task Force will be brought up with the Whittier Alliance to discuss creation  
Zeus Jones & Sunrise Banks has representatives that will be on the Task Force

- Recap of meeting between Whittier Alliance and Zeus Jones
  - Zeus Jones is working on a survey to determine where businesses' customers are coming from in the area
    - Ultimately, they want to target those routes
- If interested in participating in the task force, email [dan@whittieralliance.org](mailto:dan@whittieralliance.org)

### **Old & New Business**

- NDC (Neighborhood Development Center) Entrepreneur Training Scholarships
  - Last month, we voted on the Whittier Alliance offering 10 \$100 scholarships to entrepreneurs in Whittier for the NDC's trainings
  - Tuition is scaled on income: ranges from \$150-650
  - Anyone that lives in Whittier that applies to and gets accepted to the training will get reimbursed by the Whittier Alliance
    - NDC places people based on their level of entrepreneurship
  - NDC does this training program twice a year
- Nicollet Open Streets
  - September 24th, 11-5pm, KMART to 46th & Nicollet

**Meeting adjourns at 5:28pm**

**Minutes respectfully submitted by Dan Stanton**