



## **WA Business Association Meeting Minutes**

Wednesday, December 13, 2017

NuWay 4:00pm - 5:30pm

**Attendees:** Andrew Nordick, Angela Ritchie (Wedge Table), Denise McAlpine (NuWay - Blaisdell), Monique Bourgeois (NuWay), Alyssa Cassada (Music Artist), Tom Meier (NuWay), Craig Baillie (Brave New Media), Martha Nemesi (Learning in Style), Araceli Perez (Marissa's Inc.), Bruce Lundeen (Bruce Arnold Mechanical)

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

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

Call to order at 4:03pm by Andrew Nordick, Business Association Chair.

Agenda is reviewed.

Minutes from November BA Meeting are reviewed.

Introductions.

### **Spotlight on Local Business - NuWay**

Overview

- NuWay is an independent nonprofit that has provided substance abuse and mental health treatment since 1966.
- Formed because people saw a need for individuals to continue their treatment, and they saw housing as a particular barrier to substance abuse recovery.
- One of first halfway houses across Country
- Snyder Mansion - 2016 Nuway moved into this building
- Administrative office at 2217 Nicollet Ave

Programming

- intensive outpatient programs - 20 hours a week

### **Current Concerns & Events**

- 26th st & 28th st: concerns about congestion due to bike lanes
- 35W Construction brought up
- Man going around neighborhood picking up trash
- Wedge Table - 10 car break ins in parking lot in month; smashing windows - police reports filed
- Evergreen building discussion: has that space been sold?
- Araceli Perez: adding two levels to Marisas - should be done this summer
  - 3rd floor - restaurant
  - 2nd floor - office spaces

### **Whittier and Super Bowl**

Trying to increase foot traffic to Whittier during Super Bowl time; is this something we want to do?

Arguments against: congestion and increased neighborhood crime

Ideas: recirculation of Restaurant Guide - last year, this went out to hotels downtown

Dining Guide: is it worth notifying businesses first before including them? Or, is it fine to go ahead?

NuWay's view on Super Bowl: increased detoxification services; NuWay is not the first option necessarily for someone coming in from out of town that would need help

Concern: increased traffic + continued 35W construction and pedestrian safety

If there was a different iteration of it - one that was not restaurant-focused - then NuWay would be interested

Suggestion to mention how great Whittier + Eat Street is

Craig Baille from Brave New Media offers to create a website for Eat Street

### **Zeus Jones Campaign**

Overview of Project

- WA has been working with Zeus Jones to generate more interest in the neighborhood
- Zeus Jones created this survey
- Goal: To understand what barriers exist to the neighborhood
- WA's social network reached mostly Whittier
  - Ages: between 25-34
  - Nonresidents visit primarily for restaurants and art
  - Nonresidents - lack of awareness of the neighborhood itself
- Zeus Jones wanted to get at what would bring a nonresident to Whittier
- We are bringing this to the BA so that we can get some feedback
- Brave New Media: do an International Music and Food Festival
  - Years ago they worked with Erica Christ, Ice House, Brave New Media, Paul Jablonsky - budgets, etc already created
- Zeus Jones identified concern of gentrification that came up in survey

### **Old & New Business**

35W Project Updates: WA has been having a series of meetings around all 35W Construction, getting all the stakeholders in the same room, and Karen Clark has mentioned implementing legislation

**Meeting adjourns at 5:11pm**

**Minutes respectfully submitted by Dan Stanton**