

**Whittier Alliance Board Meeting Minutes
February 22, 2018 6-8:30 PM
Whittier Park**

Present: David Bagley, Andrew Nordick, Laura Jean, Jen Kader, Michael Malone, Geri Jerez, Scott Melamed, Christina Le, Christine Popowski, Chafoxey Mitchner, Erin Sjoquist

Absent: Carrie McCabe-Johnston, Mary Gazca, Araceli Perez, Martha Nemesi

Late: N/A

Staff: Kaley Brown, Dan Stanton

Guests: Viswa Challa

Call to Order at 6:06pm by David Bagley, Board Chair. Standard of conduct and conflict of interest were reviewed.

Note: Scott is considering applying for the Executive Director position. This will be added to the agenda.

Agenda is reviewed.

Motion to approve agenda with changes. Seconded. **Motion Carries.**

Comments from the Chair

David Bagley

N/A

Secretary's Report

Erin Sjoquist

Attendance overviewed.

January 2018 Meeting minutes are reviewed.

Motion to approve minutes. Motion **seconded**. Motion **Approved**.

Note about absences:

- Board Members are allowed 3 absences; after that, one needs to be reinstated
- Then, after reinstatement, one is permitted one more absence
- After any additional absences, Board Members will be removed

Next Board Meeting:

March 22, 2018

Finance - Christina Le:

December 2017 Financials

December 31 - ending balance -

Waiting for \$430,000 reimbursement for NRP contract

Unrestricted general total amount ~\$519,000

Balance Sheet as of December 31st

\$120,416.76

Reserve ~\$300,000

Trustone - \$352,882.34 - Savings

Everything looks good

Accounts Receivable

~\$530000

Liabilities - advances from city are total of ~\$370,000

Profit & Loss Budget Performance: we now have the Annual Budget

In December, we have the line for the Annual Budget, but we didn't in January's

Income: ~\$340,000,

Total expenses: ~\$314,000

Net Income vs Annual Budget: \$25000 short, looking at gross profits - biggest gap in total income

Whittier Fundraising was biggest contributor to gross profit shortfall

- Ricardo never made plans for fundraising events that never came to fruition

Profit & Loss by Class

Profit & Loss Year to Date (whole thing, month by month comparisons)

*January has more, because of fundraising money being deposited

*December as well due to fundraising

January 2018

Cash balance - ~\$480,000

Similar to December's numbers

Balance Sheet January 31st

Sunrise Account: good for operation

Going forward, we want to keep an eye on the operating income - healthy minimum is \$60,000

Question: will we have a year-by-year comparison?

- Ask Stacey if she can add that

Big difference in January was Ricardo's severance pay

Checking balance cycles every 3-4 months, due to reimbursements

Motion to Approve December 2017 Financials. **Seconded. Approved.**

Motion to Approve January 2018 Financials. **Seconded. Approved.**

Kaley Brown - Contract Funding

Kaley met with Ariaiah Fine - works at NCR

- We have been applying our expenses to CPP Funding; once that is depleted, we just fit our expenses to an NRP contact 2223
- There is a lot of money on that contract still, and recently we have been using only a few of those strategies listed on the ways you can use that money
- Kaley was talking with Ariaiah about how we can access those funds and apply them to relevant activities that are backed by community support

- Basically, 21 days in advance to board vote, kaley needs to propose to the board
- Next week, Kaley will put together a detail of what she thinks we should do for the board

- Draft of Strat Plan for public comment at Annual Meeting, mid april or mid May, we will need to get community together to vote on this (vote for moving \$25,000 or more)

- Kaley asked Ariaiah about future of neighborhood funding. NCR has interest in continuing neighborhood funding. NCR is currently writing policy recs to present for neighborhood funding. He believes funding will continue, but there might be more oversight regarding neighborhood boards (demographically representative, relevant programs, etc); seemed optimistic

Kaley Brown - Annual Meeting & Elections

Wednesday, March 28, 5:30-8pm

Resource Fair, 5:30-6:30pm

Agenda, 6:30-8pm

Ariaiah will be there

Confirmed interpreters will be available for Spanish & Somali

- CURA has transmission receivers (42)

Board Applicants

- 7 Candidates that were deemed eligible
- 9 Applications total

- Erin Sjoquist
- Jesse Oyervides
- Laura Jean

- Cyndi Hovey
- Michael Perez
- Aldona Martinka

Note: board members can't speak on application eligibility; this is reserved for David or Kaley

Annual Meeting Logistics

- Limit Q&A portion to 3 audience questions
- League of Women Voters will provide 3 volunteers to moderate and facilitate elections, counting, etc

To be eligible to vote in BA or property owner at AM, you need to activate membership at the Whittier Alliance before they're eligible voters

- This has been set in place because we had issues in the past with too much traffic
- Years ago, there was an attempt to rig the board and bring people from outside the neighborhood, and this happened to other organizations, as well
- If we send out notifications to BA and property owners, staff can make note of this to avoid this problem
- Reach out specifically to attendees from past years to note
- Reach out to candidates to make sure everyone they are inviting knows these rules
- Put on CI Agenda & BA Agenda as well

Discussion: Is this overburdensome by requiring this?

- There are claims that it is hard to engage with Whittier Alliance; is this protectionist?

Note: no childcare lined up

Kaley talked to Becky to see if staff can help

Talk to Rita who used to be Office Coordinator

WA has been promoting BA rep positions

Acting Committee & Task Force Reports & Motions

Community Issues

Scott Melamed

The February Community Issues Meeting was a Strategic Planning Focus Group

- ~30 people were there
- Jen Kader did a great job leading the focus group
- People were surprised, but general appreciation

What did people talk about?

- World Cafe is a series of questions, time to respond in small groups with participants taking notes
- Change to structure: no biasing about themes before introducing to the audience
- 5 topics that emerged: housing, transportation infrastructure and walking, something for everyone, diversity, power (civic engagement)
- One thing that didn't come up - Environmental Sustainability
- People who were there for the first time
- Warm, welcoming environment, people acknowledged how different and unique it was
- Collected a lot of valuable information
- 3 young women visitors who are in social work school, and they are focusing on Whittier
- Chance that next CI is Scott's last

Business Association

Andrew Nordick

- BA was at Mortimer's in their renovated space
 - Been well-received according to Jasha, owner
 - Good for new and old customers
- Meeting went well
 - Grad students doing small business resilience project, gathering info about business vulnerabilities
 - Pressure points that came up: taxes, parking, City Council members not listening, etc
 - WA has identified to a few businesses to connect them to to further their information-gathering process
- Overarching theme: how to give small business owner tools to navigate change
- Engage with small business owners to present things they would potentially need to be thinking about

Edits to first page of BA Minutes:

- Humphrey School of Public Affairs title change
- Elizebeth Dressel spelling change

At BA, Businesses talked about how they need a lobbyist and changes to legislation

- Few that would argue for that are in for themselves; topic that may be a rallying cry
- How do we build resilience to land value?
- Invite assessor to a meeting to have a conversation around taxation
- Invite someone from Board of Estimate & Taxation to talk about LGA

- For the first time, we heard lobbyist at the BA Meeting

Superbowl

- Most everywhere was underwhelmed
- Week prior was slow
- Saturday was busier than normal

Environment

Kaley Brown

No official february Meeting

But we did co-host a Solar Coop with Solar United Neighbors at a home in Whittier

March Meeting

- Community Composting Program
- Clothing Mend Swap/Repair most likely at Black Forest
 - Erica & Martha have taken the lead on this
 - People can come swap, get clothes mended, etc

Staff Reports:

Highlights:

- Fundraising & Grants Section
 - Applying for a Great Streets
 - Due tomorrow
 - Can apply for up to \$50,000; you can choose up to five projects
 - Biggest chunk of the requested \$50,000 is Eat Street Festival (\$32,200)
 - Working with Craig, Erica, Paul, Brian Liebeck
 - There has been work done on this previously
 - Looking at blocking off 25th-27th & Nicollet Ave
 - 26th St Bridge will still be closed at that point
 - Already started reaching out to sponsors
 - Glam Doll is in
 - Bad Waitress is in
- We want this event to be as inclusive as possible
- So far, initial partners have been a great team
- We will hear back about the grant on April 17th
- We currently already have a small section of the budget set aside for this event

*Staff will let board know about next planning meeting

- 2nd Project
 - WA has been in talks with Craig from BNM about creating a Whittier Business domain

- Craig is of the opinion that we should brand all Whittier businesses as the Eat Street Zone
- **Board suggestions:**
 - Stress the International Neighborhood
 - We struggle in terms of identity navigating lake street council, lynlake
 - If he is pushing something we don't align with, there are other stakeholders

BA CONVERSATION

- What is the feeling of segmenting things out more with the BA?
- Eat Street but also have other areas that are represented
- Right now, Eat Street businesses are at represented but not others

*Staff can flier other businesses to let people know

There is the impression that BA Meetings are for Eat Street
Can we be more intentional with how we push outreach efforts and communication?

Strategic Planning

- 3 focus groups left (next thurs and sat)
- Thursday is homeowners (3 confirmed so far)
- Homeowners is 6:30-8:30 at Calvary Church
- Next Saturday is Latino & East African/Somali Communities
- For Latino, we have one confirmed
- Ideally, we want 12-15 filling the focus group

Try Latino radio station as well

KALI - radio station

Interpreters are lined up, child care as well

Last meeting, Araceli was going to post in her store; we will connect with her to do that now

Old & New Business:

Development Plans

Rex26 Appeal was denied

510 W Lake Street (Lupe Development)

- They will be at March CI
- They have said they will give neighborhood orgs + Morgan from LynLake the plans
- WA staff will reach out to Leo Whiteburg
- Hopefully, we will have plans for March CI

Simpson Housing Project will be utilizing existing stained glass in new development

19 E 26th St

- Christina & Kaley went to meeting at City with Hennepin County & Erica who represents CPED
- Erica voiced interest in holding property aside from auction block so they can do due diligence so that WA can explore the option of potentially buying it
- It might qualify as a \$1 purchase
- Estimated ~\$200,000
- Overview: WA expressed interest so that they can give us a price, no commitments, haven't explored

Board Member Attending Exec Meetings

- Next year, there will be signup sheet so that board members can be informed on what the Exec Committee does
- All positions need to be reelected once there's a new board

Search Committee & Process for Executive Director

- Update on this?
- Long list of people to be on the search committee
- Open until filled
- If anyone wants to be on the search Committee, let Exec know
- All the board will be able to review once candidates are selected
- Committee makes rec

Adjourn 8:15 PM

Minutes submitted by Dan Stanton.

Meeting Minutes Approved on _____

David Bagley, Board Chair

Erin Sjoquist, Board Secretary