

**Whittier Alliance Board Meeting Minutes**  
**April 26, 2018 6-8:30 PM**  
**Whittier Park**

**Present:** Aldona Martinka, Angela Ritchie, Araceli Perez, Christina Le, Christine Popowski, Crystal Audi, Cyndi Hovey, David Bagley, Erin Sjoquist, Jeff Cowmeadow, Jen Kader, Martha Nemesi, Mary Gazca, Michael Malone, Michael Perez, Viswa Challa

**Absent:** N/A

**Late:** N/A

**Staff:** Kaley Brown, Dan Stanton, Emma Eubanks, Missy Weir

**Guests:** Scott Melamed, Greg Schmidt, Jesse Oyervides

**Call to Order** at 6:07pm by. Introductions.

Standard of conduct and conflict of interest were reviewed.

Amendments to agenda:

- Add appointing new board members to the agenda in “old & new” business

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

**Comments from the Chair**

David Bagley

Finance & Exec. Elections:

**Board Chair:**

- Erin nominates David
- Seconded
- David Accepts nomination

Motion to **approve** David as Board Chair.

**Seconded.**

**Approved unanimously.**

**Vice Chair**

- Nominations
- Christina nominates Jen
- Accepted
- Seconded

**Approved by acclamation**

**Treasurer**

- Erin nominates christina Le
- Accepts

**Motion** to approve Christina as Treasurer by acclamation

**Seconded**

**Approved**

**Secretary**

- Mary nominates Erin Sjoquist
- Erin accepts
- Nominates Martha
- Martha declines

**Motion** to appoint Erin by acclamation

## Seconded Stands

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### Staff Report - Kaley Brown

Introduces project interns - Emma Eubanks & Missy Weir

#### Community Building Campaign Overview

- Last year, MCAD came to us with encounters of harassment they experienced
- Ricardo had taken on two interns to handle project
- Emma & Missy have been in office 9-noon on Thursdays to develop a Safety/Street Harassment Campaign
- Didn't want to come at it from a negative perspective of "Whittier is unsafe"; rather, wanted to come at this problem from a positive angle - Whittier neighborhood pride
- Met with a number of partner organizations to develop the idea of 3-day community building campaign

Emma:

- Didn't want to put negative spin to target any particular member of the community
- Opening night will be community forum with a moderator
  - Exec Director of sexual violence center, 5th precinct, member of community and business owner → give well-rounded perspective
- Second Day:
  - Summer Kick Off Party - at Simpson Housing
- Grilling, food, games, activities
- Businesses to do guerilla sidewalk chalk re: whittier pride → fun way to add art to the neighborhood & let people upload photos to capture the story

Missy:

- 3rd Day
  - 3 workshops
    - Bystander intervention training
    - Basic self defense with Krav Maga Minneapolis
    - Homelessness 101
- Communications - going to send out postcards with all info, sponsors logos, etc; flyers will go up throughout the neighborhood

#### Miscellaneous notes:

- Many different partners that are all committed to the campaign
- If board members are available for the Summer Kick Off Day, that's the day we'll need the most volunteer support.
- Is there still time to help come up with ideas for moderators?
  - Potentially; this is the missing piece still.
- *Costs:*
  - Was in the budget already - biggest cost will be postcard
- *Translation?*
  - We don't have plans to at the moment due to limited costs, but it is possible

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### Staff Reports - Kaley Brown

Update on Eat Street Food, Music & Arts Festival

- September 15th
- Planning committee has been meeting regularly since february
  - Icehouse, Brave New Media, Black Forest, Creation Audio, Nicollet & Loring Carwash
- CPED will be giving us a recommendation for \$27,000 for the grant we applied for through the Great Streets Business District Support Program
  - Idea is that we will seek alternative funding sources for next year
- We're currently waiting on Craig's posters/etc/promo materials; then, we'll have something to show
- But we are currently developing sponsorship and vendor forms to do outreach mid-next week
- We have 3 different committees created - if anyone (board or not) wants to get involved volunteering to plan, let us know and we can put them in contact with the appropriate committee

**Secretary's Report**

Erin Sjoquist

Last month's minutes are reviewed.

Change: Erin isn't noted as absent

**Motion** to approve minutes with proposed changes. Motion **seconded**. Motion **Approved**.

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**Next Board Meeting:**

May 24, 2018

**Executive Committee**

David Bagley

**Finance - Christina Le:**

Overviews last months finances.

**Motion to Approve** March Financials. **Seconded. Approved.**

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**Funding Contract Reallocation Vote - Kaley Brown**

- Need to reallocate money to three separate contract strategies

First Contract (NRP - 22203- currently has \$415.48)

Once CPP allocation runs out, then we switch to using NRP contracts to fund activities

- *To cover 2018, reallocate \$19,000 from an obsolete strategy (D2.1.1 commercial development manager)*
- *\$19,000 will cover WFM, Big Ideas Grant, and a few other activities -- matches the budget*
- Once strategic plan is set, WA could shift around funds so that each strategy is backed up for next five years → then, have community vote on strategic plan + fund reallocation at one time

**Motion** to approve the reallocation of \$19,000 from D2.1.1 Commercial Development Manager

**Seconded.**

1 - abstention

15 - yes

0 - no

**Approved.**

Second Contract (Schedule A 23503 NRP)

**Motion** to move \$3,245.58 from B.1.7.1 litter and graffiti to D.1.1.3 reopen nicollet lake

→ will create a \$0 balance on this contract - line 6 → line 9

**Seconded.**

**Approved unanimously.**

3rd Reallocation (Nicollet Avenue Parking Plan has a negative \$2.00 balance -- mistake)

**Motion:** move \$2 from B.1.7.1 litter and graffiti → d.1.1.1 nicollet avenue parking plan to zero out

Seconded

**Approved unanimously**

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### **Neighborhoods 2020 Roadmap - David Bagley**

This is really important -- the city is looking for alternatives for neighborhood funding methods (we get about \$150,000/year)

- Public comment period ends April 30th
- Big things are going to change

Context: 70 different neighborhoods, NCR specialist for each

- Aria Fine is ours

Outline of Different Proposed Funding Options from the Draft:

- 1) Impact Assessment Model - funding based on capacity of org; vetted by NCR staff; examples of different levels of organizations (1, 2, 3 - WA would fit into the 3rd in terms of having ample capacity organizationally)
- 2) Pooled Services Model - allows for neighborhood orgs to be funded at capacity-based level; some funds go to pooled administrative services; provide administrative support for neighborhood orgs and engagement support for City
  - a) City is very focused on boards of NOs being demographically representative of the neighborhoods
- 3) Essentially, the current model → fairly complex algorithm that they used based on factors of different neighborhoods → then, distribute funds accordingly
- 4) Give us your ideas

**David's qualms** - this process launched into set of neighborhood meetings but didn't articulate where we are now; didn't measure how some orgs are functioning; didn't set the context for what the problem is comprehensively across neighborhood organizations

**Compromise?** - use NRP model with criteria that board must reflect neighborhood's population; add quota to who board members can be

**Where do we go from here?**

Do we want to respond as a board?

If we put forward a response, what will the City do with it?

Pooled Services Model:

- Could be advantageous for smaller neighborhoods with grant-based model
- Grant funding on an annual cycle restricts creativity and imagination of what you can think of doing
  - This would be contrary to the end goal of what NCR wants from NOs

If the City wants accountability, then we can address this by going above and beyond in illustrating our own accountability

**Subgroup to work with Kaley to create letter-**

- Michael Malone
- Aldona Martinka
- Cyndi Hovey
- Viswa Challa

\*WA can send out the Roadmap doc. again\*

Viswa - worthwhile to look into number 4; although it won awards from the UN, that doesn't mean there can't be worthwhile new additions/recommendations

### Acting Committee & Task Force Reports & Motions

#### Community Issues

Viswa Challa

iMattermpls presented a Climate Change resolution they'll present at City Council for the City to work towards 100% renewable electricity by 2025

- Seemed well-informed; community voted for WA to back
- They are going to City Council tomorrow

Updates from Becky Lewis

- Cool Runnings movie at Washburn Fair Oaks
- Earth Day Clean Up moved to May 12
  - MIA & CTC doing a cleanup May 7th
- 5th Precinct
  - Narcan approved (used for anti overdose - opioids)
- Board Election
  - Viswa elected
- Lupe Development
  - Discussed amendments
  - Letter from Morgan Luzier
  - Amended motion to adopt most of the their amendments
  - LUPE will be back one or two more times

#### Business Association

Araceli Perez

Meeting was at MIA

Art in Bloom - happening now

Board Election

- Angela Ritchie & Christina Le - For-profit
- Jeff Cowmeadow & Martha Nemesi - non-profit
- Araceli - Chair

**Community Organics Dropsite**

- 43 sign ups so far

**Clothing Mend Swap Donate -**

- Saturday, May 19
- If you have things that aren't in perfect condition, it can be mended and passed on or kept

Can always bring things to Learning in Style anytime (household goods & clothing)

**Staff Reports:****Old & New Business:****Housing Issues Committee**

- Has yet to be defined
- Should not be defined by the board but rather by the community
- Leave it open -- what should we be addressing
- Visioning will take place over the course of two meetings to provide ample time to figure out priorities, access where are we now where do we want to go
- Then, have conversation around how do we want to get there & get new members to help plan and facilitate the second meeting
- 3rd week of May for second visioning session
- At the 1st official meeting we will elect chair
- We can accommodate interpretation
- Please invite those you know

Wednesday, May 2nd at Springhouse Ministry

**Minneapolis 2040 Comp Plan** - on city's website, not a document

We'll talk at the next board meeting

**Development Projects**

Updates:

Good Grocer is coming to present at may CI - 14th

- Proposing 6 stories instead of 2
- Will be sharing more - went to the committee of the whole today
- Kurt will be thinking of getting retail on the bottom, think about L shape so that it is more pedestrian friendly
- His concept is to keep groceries affordable through the housing units above
- Looking to get funding on his own rather than through the affordable funding pool
  - But we did give him other options so that conversation is happening

New project - 318 west lake street (G&L Furniture) - also presenting

- Ibrahim is the owner and he has always been a good neighbor
- Improved the facade over time and put landscaping on the sidewalk boulevard, trying to make it look nice
- Hopefully we can make good suggestions and he will be receptive

Scott Appointment to the Board Discussion

- proposal that we appoint Scott Melamed back on the board with open seats
- Scott has been vital to organization as he was CI chair, has knowledge of our organization
- He can help carry us to the next level, good to have continuation of knowledge

- He could fill Kaley's seat on the board

Scott's points:

Contemplating applying for the ED position, didn't run for the board, by the time deadline rolled around for board election was contemplating CI and didn't want to knock Viswa out

Discussion with Scott not in room:

- Concern: two other people that ran both wanted to be on board, why would we prioritize him over them, we just had an election → playing into the biggest accusation of this organization
  - Not the right timing to appoint someone that didn't run
- We have five open board seats
- Doesn't acknowledge the voice of those that showed up to the AM to vote
- We have appointed people in the past, so there is possibility
  - But it feels more appropriate to wait a little bit
- Scott didn't run, so it could be a little more acceptable
  - He didn't run and that was a choice he made
- Why would we want to have five seats vacant?
  - It's harder to get things done operationally with a large board
  - Other avenues to get involved, as well
- When was last time we had open board seats that we appointed
- Difference between David and Scott's position
  - David was asked to come back
- Scott has invested a tremendous amount
- We have no process outlined in our bylaws and could open us up to critiques
- Moving forward, it's a good idea to outline these processes so the board has a good idea
- Scott has invested a lot of time to bring Viswa under his wing, was very ready to show up and bring support

**Motion** to appoint Scott on the board

**Seconded**

6 - yes

Opposed - 2

Abstentions - 6

**Motion is approved**

Scott is reappointed to the board

**Motion** to adjourn. **Seconded. Approved.**

**Adjourn 8:45 PM**

**Minutes submitted by Dan Stanton.**

Meeting Minutes Approved on \_\_\_\_\_

\_\_\_\_\_  
David Bagley, Board Chair

\_\_\_\_\_  
Erin Sjoquist, Board Secretary