

**Whittier Alliance Board Meeting Minutes**  
**January 24, 2019 6-8:30 PM**  
**Learning In Style**

**Present:** Cyndi Hovey, David Bagley, Erin Sjoquist, Jeff Cowmeadow, Jen Kader, Mary Gazca, Michael Malone, Michael Perez, Stephanie Brown, Scott Melamed

**Absent:** Aldona Martinka, Angela Ritchie, Christina Le, Christine Popowski, Crystal Audi, Martha Nemesi

**Late:**

**Staff:** Kaley Brown, Emanuel Tekle, Marcus VanderSanden, Fartun Ismail

**Guests:** Jorge- community member

**Call to Order** at 6:06pm by David Bagley, Chair. Introductions.

**Introductions**

Standard of conduct and conflict of interest policies were reviewed.

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

**Secretary's Report**

Erin Sjoquist

Attendance: 12-0, 5-1, 1-2, 0-3, 0-4, 0-5, Reinstated-0, Resigned-0, Terminated-1, Vacancies-4

Amendments:

- None

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

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**Next Board Meeting:**

February 28th 2019

**Executive Committee**

Kaley Brown

**Community Agreements are reviewed and recognized**

**Stay warm is added to Community Agreements! Brrrr**

**HELLO JORGE!- Community member is present**

**Finance - Christina Le:**

**November Financials**

In good order

Outliers

- Hennepin County Reimburses on a quarterly basis
- Fall fundraising coming in from October to November

**December Financials**

#### Highlights/Oddities

- Haven't spent anything in Q4
- Ended year at 24,000 net positive due to festival
- TruStone money market- fed interest rate, TruStone doubled interest so Expect 400-500 monthly on that account in interest
- Most income lines ended up positively
- Youth Grants were reflected in 2019 budget
- Eat Street funds appear as outliers because we didn't know we were doing it when last years budget was made
- No outstanding contracts or payments

Motion to accept November and December Financials. Moved. Seconded. Accepted.

**Motion to reinstate Jeff Cowmeadow to Whittier Alliance Board of Directors.**

**Seconded. Passed Unanimously.**

#### Acting Committee & Task Force Reports & Motions

##### Community Issues

Had robust agenda with several different speakers and presenters, attendance was decent but not great. There were many people there as presenters.

##### Highlights:

- Green Crescent Art Project at 35W and Lake Street came and presented on construction updates and timeline. Solicited feedback on public art project.
- Dave Hutch the Hennepin County Sheriff elect spoke about his transition and answered questions
- Solicited nominations for interim CI Chair- there was no interest
- Public work representative presented on upcoming improvements to Blaisdell protected bikelane

##### Business Association

Marcus VanderSanden

Hosted at the Wedge Table

Sparsely attended- got community updates from 5th precinct representatives. Angela Ritchie was voted as interim Chair which was vacated by Araceli Perez in November.

##### Housing Issues Committee

Stephanie Brown

No January Housing Issues meeting

##### Staff Reports:

Kaley Brown

Moving forward staff will submit written reports in addition to the Executive Director

Kaley- Primary focus has been 2019 Budget. Working with stacy to get Q4 reimbursements look for those in February board packet. Has found a service to execute neighborhood mailings more accurately and at lower cost, DoGood, market themselves as non-profit mailing service.

Eat Street Festival date is set September 15<sup>th</sup> again

- Will be doing the 15<sup>th</sup> again this year which is a Sunday, moved based on feedback from businesses to protect Saturday sales
- outreach will start soon

WELCOME! Fartun Ismail- has worked with orgs in the East African community focused on housing and other quality of life issues. Attended CI and has been getting acclimated to the Whittier Alliance and her new responsibilities!

Emanuel- data management is a work in progress taking courses to become more familiar with EveryAction database, currently working on applying for grants from the Metropolitan Regional Arts Council and Carolyn Foundation.

Marcus- presented progress on Hennepin County Business Recycling Grant. Has had success with door-to-door outreach. Spoken to many decision makers but has not been able to implement a grant as of yet. Barriers include: communication, multiple businesses sharing trash/recycling needs. Is feeling pretty good about the process but would like to see a grant to fruition to become more confident in implementation.

## **2019 Budget- Kaley Brown**

### **Budget**

**Would like to get ahead of this next year and review in December and Approve in January**

**Going to talk through the whole thing, jump in when you have questions but they may be addressed later, Will discuss budget and whether we expect to be under budget again in 2019.**

### **Key**

**Pink=needs clarification from Stacey**

**Blue= Conversation necessary**

### **Rough Notes/Highlights on budget conversation**

#### **Income**

\$500 Corp

Government Grants added to account for Great Street Grant

- Henn county + Great street maybe additional as year moves forward

2019 is last installment of CPP includes rollover from last year

Goodbye Bike Cops

NRP Phase II Admin- this number is to make up difference between CPP money and what we expect our operating budget to be

- Unclear on 2020 funding as neighborhood funding begins transition

Fall Fundraising

Event Fundraising

2019 budget

- has 12,000 now but could be adjusted on how much

Merchandise Sales

4072-74 were originally together but have now been broken up but for more detail in tax reporting

Façade Improvement Grant is difficult to gauge accurately this number reflects 50,000 total divided by three year contract length

Do we have an off budget target that's higher for foundation grants?

- Still in exploratory phase for finding grants and but might be worth setting goals and mapping out in further detail

Increase in Income is due to increase in expenses is because most of our incomes are reimbursed

Inflating money we have to spend

### **Expenses**

BIG Ideas Grant conversation

What have the outcomes been for our n'hood

- suffered from lack of capacity to communicate it and fully execute
- part of purpose was to establish our capacity as a small budget grantor
- has been learning curve so far with Zest Ed

phenomenal in theory

if there is lack of capacity or interest than maybe its run its course

Cyndi- optimistic of potential with full staff may be too early to judge

Jen- "wish we could this" building her own network of potential, opportunities exist

LHENA has a request for funds process- essentially fill out an ask and present to the board

### **Salaries**

Conversation around benefits for employees is ongoing- not in 2019 budget

### **Simple IRA Employer Match**

Was not executed properly- matter of following up with necessary paperwork and processes- ongoing process

### **Payroll Taxes**

Background check- Conversation about doing background checks on people being on boarded to exec committee- financial fraud etc

ESF has been made it's own account to keep it separate from the rest of the years expenses because it is such an active account

## Professional Fee's

Translation feels low

6,000 for Consulting feels low- Erin, Stephanie

7580 has been broken out

7520- was entering into balance sheet and tracking things that will now be Kaleys responsibility which will also allow for more real time tracking of expenses

8150- Only mail to out to our members for meetings- whole neighborhood gets Dining Guide, Annual Meeting, Whittier Works Together

New budget will also reflect new postage rate from DoGood

Rent- receivership??

**8570- Advertising Expenses- could include KRSM partnership**

**Growth projections- range 1,000,000 homeowners and renters would expect to increase**

## **Thoughts on KRSM**

**Might not be year to add 3,000 fairly randomly when we are thinking about funding moving forward- might be**

**Reach is in question but could be worth it to reach out**

**Stephanie- is there room to come off the 3,000 for a smaller reach**

**Question is are we supporting and investing in the work**

**Need to amend this to be considered a donation if we are too pursue it since there are no good metric that we would get in return**

**Are all neighborhoods contributing this amount??**

**Full 3,750 – THUMBS UP**

## Programs

### **Whittier Farmers Market - \$6,000**

Every week there was somebody who was new to the neighborhood and a lot of returning

Benefit to WA is that its something we don't have to coordinate

Concerns

Original plan was that WA would help to get it off the ground and then have it be self-sustaining and it appears to be not trending that way

2019 Whittier Farmer Market

No September- 10 weeks make them more of an event rather than just a market

Total budget is roughly 20,000 plus staff time

Feeling is if this year is similar to last year Calvary will not pursue it again

Goal was to get them started and eventually not contribute financially but feel they are still young enough that that philosophy still applies

**THUMBS UP** for full amount

**Dining Guide- Move to not annually**

**Calendar?? – is very expensive and takes a lot of staff time**

### **Community Issues**

Not currently working in present format, had no interim in interim chair

Doing something monthly and having an engaging agenda is a lot. Once a quarter really meaningful meeting with a corresponding budget .

### **Housing Issues**

A request for professional services for design guideline updates- thinking about corresponding expenses like focus groups and other outreach efforts

Need more time to make sure we are making informed

If there are clear caps then

Need to have offline conversation about consulting fees in advance of the Feb exec

### **Map the Neighborhood**

Would maybe make a professional service budget might need to be higher

### **Cuts**

Bike Patrol- Community Safety not in Strategic Plan

Dining Guide

### **Increases**

ESF

Staff

Mailing

### **Grant Income**

Does this setup to work toward the goals that we decided over the last 18 months

Need to dig into this further in 2020

## Old and New Business

### **Board Recruitment**

Nothing so far

People need to have been active and get active in this process

Volunteer Needs for Annual Meeting

Board members will be assigned a task

Scott- thought of a couple other opportunities for current Board to leave our mark

- Get a lot of people to the annual meeting
- Making sure the AM is ready to receive these people- welcoming
- Passing the baton- creating space to help new board members/community hit the ground running

March board meeting

No March meeting- All hands on deck for Annual Meeting

Strategic Plan

\_In final form and is ready to be voted on- WHOO!

NCEC- no updates

Expiring Board Terms

Michael Malone will not be running

Mary will not be running

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

**Adjourn            8:01 PM**

**Minutes submitted by Marcus VanderSanden**

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

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David Bagley, Board Chair

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Erin Sjoquist, Board Secretary