



## **WA Business Association Meeting Minutes**

Wednesday, July 11th, 2018

Brave New Media (2110 Nicollet Ave S) 4:00pm - 5:30pm

### **Attendees:**

Araceli Perez- Marissas Bakery  
Denise McAlpin- Nuway  
Martha Nemesi- Learning In Style  
Kyle - Vertical Endeavors  
Craig Baillee- Brave New Media  
Martha Nemesi- Learning In Style

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

**Speaker-** Matt Kazinka- Lake Street Council

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

Call to order at 4:05pm by Araceli Perez, Business Association Chair.

Agenda is reviewed. Approved.

Minutes from May BA Meeting are reviewed. Approved.

Introductions.

### **Host Highlights- Brave New Media**

Bought building 5 years ago- digital marketing and media company. Have a full service facility complete video editing suite, audio recording studio. December 28th will celebrate 20 year anniversary. Happy to be located in the neighborhood feel the character of surroundings is inspirational and are proud of the progress they have made with building and are happy with the building as an investment.

### **Eat Street Food, Music and Arts Festival**

Press release will be going out Friday.

Lineup is set

- Haley
- Malamanya
- Madison Mcferin
- Mcnasty Brass Band

Seeking volunteers- sign up for volunteer on website, still need to fill quite a few slots. It will be quite the volunteer undertaking.

Working with Becky Lewis from Whittier Park who is the volunteer coordinator for Pride Minneapolis.

Fundraising goal is **\$23,000**

- **\$10,000 from vendors**

## **- \$13,000 from sponsors**

Will maybe be hard to reach these goals for this year but we still need to collectively push in coming weeks to meet these benchmarks. Want to get into the black this year to make festival a reasonable goal for next year. Will need to establish separate sub-committee for sponsors within the coming weeks, Craig and Paul will devote time to this.

Craig reveals official festival flyer, made by the daughter of one of his partners who is an artist. Going to run with this art work and will update flyer as more sponsors become involved. Digital Marketing and Signage next week but will push this flyer on social media and physical copies to post at businesses.

### **Matt Kazinka- Lake Street Council**

Lake Street Council- non-profit BA from River to Lakes

5 person staff work to support business

- Marketing bi-weekly newsletter
- Marketing campaign- immigrant owned business
- One to One business help

Advocate for businesses along the Lake Street corridor and sometimes nearby blocks

Energy efficiency- There are a lot of opportunities, no matter what kind of business you are to increase your energy efficiency and in turn diminish your bill.

Not everyone knows that there are rebates for energy efficiency improvements if you can show you made an improvement- if you are installing anything to do with energy whether it be as small as light bulbs or larger projects. There are resources out there to find out what improvements qualify from your energy provider. For example if a different newer model qualifies for rebate, even if it was more expensive upfront you may likely make that money back through rebate and more efficient performance. It can also be as simple as switching to LED light which last longer so they are more efficient and ultimately cheaper.

Araceli- changed lighting and some other small changes at Marissa's and was eligible for rebate

Free technical assistance- Many energy providers will provide you with a free walkthrough to assess your energy needs and will also assess equipment for upgrades.

EnergySmart- based out of MN Chamber of Commerce will help you step by step, there are a lot of rebate programs and EnergySmart is knowledgeable about the landscape and will help you follow up with the best one

CEE- Lighting- will provide estimate that their contractor will match  
Centerpoint has a test kitchen so people can come try eligible equipment.  
For building expansion- people will come and do walk through

Lake Street Council has set up assessments for 170 businesses  
City has Green Business Cost share that will match 20% of a rebate qualifying improvement

### **Next months meeting**

Araceli has spoken to Glamdoll looking to do a more social event in place of formal meeting for August, is still sourcing other potential venues.

Is wondering what times would work best for the group, people generally agreed right around the end of the workday 5-6:30pm.

## **Current News and Events**

Whittier hosting a movie in the park on the 25th (July) showing Cool Runnings  
Starting at 7pm will have games and

- Trailhead Games (Big Ideas Grant Winner 2017)
- Mobile Mia
- ArtBuddies

Whittier Farmers Market every Saturday 8am-1pm

There will be Facebook Community Boost event at Mia hosted by Facebook Wednesday, July 18th to help businesses learn more about the potential and tools of Facebook for their business.

The City will be hosting a workshop July 26th to inform businesses about City process and also contracting opportunities with the city, the workshop will be at Gandhi Mahal.

NuWay Annual Picnic- September 8th- The picnic has been a great success in past years drawing over 1,000 people last year.

## **Old & New Business.**

Business Newsletter- Always looking for cool events and promotions so send them over to Whittier for publication in the newsletter

BIG IDEAS Grant- July 31st deadline for submission.  
Grant geared toward the "I have this idea" people.  
Open to businesses, organizations and individuals.

**Meeting adjourns at 4:04pm**

**Minutes respectfully submitted by Marcus VanderSanden**