



WA Business Association Meeting Minutes

Wednesday, September 14, 2016
Pop-up Park in K-Mart Parking Lot, 10 W. Lake St
4:00 - 5:20 p.m.

Attendees:	Andy Cohen	The Bad Waitress, <i>Chair of Business Association</i>
	Andrew Nordick	Logica Law Firm
	Jared Thompson	Wesley Andrews Coffee
	Emma Thompson	Wesley Andrews Coffee
	Geraldine (“Gerry”) Burns	AAUW, The Gale Mansion
	Brianna Darling	The Wedge Table
	Marti Stewart	City of Lakes Waldorf
	Emanuel Tekle	Preservation Alliance of MN
WA Staff:	Ricardo McCurley	
	Scott Melamed	
	Joey Whitesman	
Presenter:	David Motzenbecker	Cunningham Group

Introductions/Call to Order - Andy Cohen

Introductions are made. Andy calls meeting to order at 4:05 pm, invites a motion to approve the agenda. Brianna motions to approve, Gerry seconds.

Spotlight on Business — Pop-Up Park - Ricardo McCurley

Ricardo explains site of meeting, the pop-up park. It was created in association with the Lyndale neighborhood for this weekend’s Open Streets. Says that it is “taking us further down the placemaking road” that Whittier Alliance has begun with Friendly Fronts and the Musicant Group. Multiple attendees express positive responses to the pop-up park. Emma is familiar with the spot as a bus stop waiting area, and sees this as “an upgrade, an alternative to the bus stop” and that it could boost morale at a busy intersection. Gerry thinks that several smaller parks are a nice alternative to Fair Oaks.

Item One — Reopen Nicollet Neighborhood Vision - David Motzenbecker

David summarizes work to date. A year ago, WA contacted him to help the neighborhood develop a vision for closed-off Nicollet area. He ran five meetings with the community, resulting in a vision. David hands out a 3-4 page visualization, which was made with attendees of those five meetings, according to city designation of density, retail, etc. David says that a neighborhood directive was to “extend the vibe of Eat Street. To create a gateway space between Lake and the Eat Street area.”

One part of the visualization: to have biggest building of the development closest to 1st Ave, to avoid large shadows being cast over the greenway. It was also previously proposed to make the sidewalk extra wide from

Lake to Greenway. Ricardo provides a summary of the Reopen Nicollet project. Level of noise at the intersection is discussed.

Attendees ask questions about visualization. "How big will the development be?" "Will there be affordable housing?" "How about a grocery store for this area?" One idea that won a response came from Gerry, who raised the possibility of senior apartments. "There is an untapped market of seniors" who don't want to leave for the suburbs, if it isn't necessary to do so. Ricardo mentions the "8 to 80" model of neighborhood thinking -- making sure that families who are endeared to the neighborhood aren't forced out, or incentivized to leave, simply due to a lack of options based on stage in life. "Whittier is not quite there. We have a lot of 1 and 2 bedroom apartments. As we become more dense," we have the opportunity to be thoughtful in planning.

Item 2 – Eat Street 20th/Whittier Alliance 40th Anniversaries - Ricardo McCurley

Ricardo discusses the important Whittier anniversaries for 2017: 40 years of the Alliance and 20 years of Eat Street. Discusses WA oral history project about Eat Street. Discusses CI meeting, conversation on doing more, specifically a "food-focused festival, in Fair Oaks, to celebrate."

People express interest in the festival idea. It is discussed whether this will be a series of events throughout the year or a one time thing. Jared makes the observation that winter would be good for a festival too, to bring in more customers at a time when people aren't out walking around as much. In regards to a winter festival, Ricardo brings up the 2018 Super Bowl, and also the Monarch Festival as a model of neighborhood-centric event growth.

Ideas are thrown around. Involving students from MCAD, a "latte throwdown," a dumpling walk around Eat Street. An "Eat Street Crawl" is suggested.

Ricardo discusses a loose timeline, and it's decided that a working group would be formed re: 20/40.

Discussion opens up to broader across-Whittier matters: what if WA organized brochures for food and then other business, to be distributed within Whittier.

Lyndale Pedestrian Overlay/Oral history of Eat Street - Ricardo

Ricardo speaks of these matters at the end of the meeting, including that the history project will involve 10 interviews.

Marti Stewart of Waldorf mentions two upcoming events from the school. A parade to the park on Friday, September 30 at 1:30pm, and a circus in February at the Women's Club.

Meeting adjourns at 5:20 p.m.
Minutes submitted by Scott Melamed.