

**Whittier Alliance Board Meeting Minutes
November 30, 2017 6-8:30 PM
Hennepin History Museum**

Present: David Bagley, Chafoxey Mitchner, Scott Melamed, Andrew Nordick, Laura Jean, Araceli Perez, Christina Le, Christine Popowski, Carrie McCabe-Johnston, Erin Sjoquist, Martha Nemesi, Mary Gazca, Michael Malone, Jen Kader, Geri Jerez

Absent: Kenya Weathers, Jesse Oyervides

Late: N/A

Staff: Ricardo McCurley, Dan Stanton

Guests: Stacey Petersen, Viswa Challa

Call to Order at 6:12pm by David Bagley, Board Chair. Standard of conduct and conflict of interest were reviewed.

Changes to Agenda

- Mariano Espinoza, NCR Latino Outreach Specialist, is not here; this will be taken off agenda

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

Cedar Phillips, Director of HHM, is introduced. Black Forest is giving 20% of profits to HHM tomorrow (Friday, December 1st).

Comments from the Chair

David Bagley

N/A

Secretary's Report

Erin Sjoquist

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

Reinstatements:

- Christine
- Michael is running late
- We have not heard from Kenya or Geri

Christine is the only one present currently:

Motion to reinstate Christine on the board
Unanimously **approved** Christine's reinstatement

Next Board Meeting:

There will be no board meeting December 21st

Suggestion to have a meeting earlier in the week that is purely social:

Monday, December 18th, 5-7pm @ Nightingale

Executive Committee

David Bagley

Finance - Christina Le

Stacey Petersen, Whittier Alliance's accountant, is here to help with financials

October Financials:

- Good news: a lot of CPP4 funds were reimbursed; checking account indicates this increase
- In October, we paid back \$10,000 advance to close out 2016 - indicated on liability section - this allowed the CPP4 funds to be reimbursed by the City
- Profit and Loss by Class: shows each type of funding -- this equals zero because we have used these funds
- Profit and Loss by Job: itemizes by project
- Profit and Loss Year-to-Date: shows January to October profit and loss statement

Motion to approve October Financials. Seconded. Approved.

Stacey Petersen from Petersen Professionals

- Went through basics of Financial Reports - what they tell us and what we should look for
- **Cash Balance:** backwards summary of balance sheet - how much cash we have for a three month period and where the cash is currently (+ means it's our money)
- **Balance Sheet:** Two bank accounts at sunrise, trustone savings account + paypal account; accounts receivable is what the City owes us; liability sections shows us deferred revenue
- **What does bad balance sheet look like:** negatives in cash balance, huge amounts in accounts receivable
- **Profit and loss budget by performance:** if number is negative we're under budget
- Keeping eye on big variances of budget
- **Profit and Loss by Class:** where funds were spent and what contract we're spending out of - unrestricted is money we're spending out of own pocket
- **Coding:**
 - 22203-NRPII Contract (oldest money) - it's a single pot that won't refill, operational funding + program-specific
 - CPP4 - pot refills each year (the pot that will disappear in 2020)
 - City paid us to put on the Southwest Neighborhoods Future Meeting - got paid \$500 for putting on that event
 - 23503 - NRPI Contract - not for general operations, fund bike police, for specific programming
 - 28628- Youth Micro-Grant
- Given current spending and budget, we have four years of operating budget through the City

- Profit and Loss by Job: breaks income and expenses by category different jobs (used internally)
- Profit and Loss by Class Year to Date: breaks down each category year to date
- 3rd Quarter reimbursements have been received with the exception of \$8,000 CPP

Recommendations for next year's budget:

- Look at big variances and why they exist
- Use actual numbers from this year
- Consider organizational sustainability and where money is going to come from
- Look for alternative funding sources

Key pieces of financials for board members to look at:

- 1) Look at checking and savings account
- 2) Accounts receivable - does that number keep going up? You should see this drop
- 3) Profit and Loss - look at major changes on expense side of things, budget variances
- 4) Look at unrestricted funds, because we don't get reimbursed on

Acting Committee & Task Force Reports & Motions

Community Issues

Jen Kader

Topics covered:

- 5th Precinct - Crime Specialist - Jennifer Neale
- MnDOT 35W Construction Updates
- Karen Clark - Legislative Updates
- Public Works - 24th St. Bike Lanes
 - This brought in a lot of LHENA residents, because the parking changes will affect them more directly than in Whittier
 - Many of the concerns were surrounding street parking overnight, saying parking studies did not take into account late night parking (ie. people coming home from work). Additionally, handicap accessible parking was also a concern

Followup on 24th St Bike Lanes from Ricardo

- Most of concern was from LHENA; we committed to ensure there is a follow up meeting, but we will not be the lead on this -- less of a concern for Whittier residents because there is less parking on our stretch of 24th St
- However, Whittier residents were overshadowed by loud LHENA voices

Can we reach out to those that didn't get to speak to make sure their voice is heard?

Virginie + Simon are planning on coming back to January CI

- This will be a good opportunity to restructure framework so that it is more constructive

Business Association

Andrew Nordick

BA Meeting this month was at Bad Waitress

- MNDOT was there updating on 35W Construction

- 3 Individuals from City to present about Special Service Districts and the Small Business Team

Electric Fetus Meeting re: Effects of 35W Construction on surrounding businesses

- Recently, we had a meeting at Electric Fetus with Karen Clark and other businesses affected
- Electric Fetus has had difficulty letting patrons know that they are still open
- Hassan from BP, Laundromat all feeling effects
- Wayfinding has been a big issue; suddenly, MNDOT has revealed there IS a budget for wayfinding now (however, supposedly there had not been previously)
- Signs went up on Wednesday
- There is the possibility for legislation to be drafted to help businesses - some sort of compensation or some sort of PR that could help businesses affected

Zeus Jones Survey

- WA has partnered with Zeus Jones to conduct a survey to get an idea of what people think of Whittier
- Ricardo and Andrew focused on ideas for boosting awareness, and Zeus Jones made recommendations based on survey responses
- Ricardo has brought up concerns with tension between creating an image for Whittier that accounts for negative effects of gentrification
- One of the potential ideas was to create a marketing campaign to drum up more business for neighborhood - however, if we bring in more affluent people from outside of the neighborhood into it, issues can come along
- Most of the people that took this survey live in the neighborhood
- Points to highlight (this can be used as an added tool for strategic planning):
 - Concentrating on KMART
 - Residents asking for more greenspace
 - Parking issues
 - Focus on grocery stores

Can we do anything about policing as it spills out into other neighborhoods around Superbowl time?

- Police will be stretched thin
- Today, City released its main website on Superbowl information
- What can we do to help mitigate effects on crime
- We want to get regular updates on crime at CI
- We used to have a Crime & Safety Task Force; is this possible to put back into effect?

Environment

Christine Popowski

- LHENA's Low Salt Diet Campaign wants to get us involved
- Jo Ann making a call for artists for the Green Crescent Project (will be added to 35W Project - space of green space along 35W that will connect to transit station that will have art) - RFP is out
- Volunteer Appreciation Party - December 8th, 5-7pm
- ESC was at Michael Davidson's house, where he lead a tour of his property - indoor and outdoor gardening

Revisiting Reinstatements of Michael Malone & Geri Jerez:

Motion to reinstate

12 - Yes

0 - No

1 - Abstention

Staff Reports:

Ricardo's Overview:

- Adding three unpaid interns
 - 2 MCAD Interns to help with Street Harassment Campaign
 - 1 UMN Office Intern

- Kaley's report
 - Spotlight on Business is up and running - blog on website about businesses we visit, social media plugs for businesses as well; Kaley went to Zeus Jones, got info, talked with people to synthesize info for writeup
 - Volunteer Appreciation Get Together - Next Friday, December 8th, 5-7pm @ Wedge Table
 - Highlights from Farmers Market - improvements from last year; we put money towards this (~\$5,000)
 - Minneapolis Renters Coalition information included as well

- Wilder Foundation Meeting
 - In conjunction with CURA, doing study about gentrification, looking at negative effects of gentrification
 - Chose three neighborhoods (Jordan, Dayton's Bluff and Whittier), which they consider particularly at risk of gentrification
 - Looking at both commercial and residential gentrification - prices are going up
 - We shared our mapping project w/ them
 - Report won't be published for over a year

Old & New Business:

Housing Amendments - proposed amendments to housing policy at City level

- Overall, looks like it will benefit Whittier
- However, they talk a lot about public land or city-owned property - we don't have much public land, with the exception of KMART (but timeline is 40 years)
- City will turn these over through RFP process. But since we don't have a lot of city-owned land, it doesn't make as much of a difference for us
- **Issues**
 - Doesn't address any of the issues we have had with developers; they will still behave the way they have been - types of developments that have been proposed will continue

- There are brackets of affordability that each project have to fit into - for ex: property on harriet and lake were proposing mid-level (“workforce housing”). Affordable housing is locked in for 15 years at least, City wants to extend it to 30 years.
- There is still nothing to incentivize developers to maintain their buildings
- WA proposed amendments to Housing Policy
 - Include provision that developers set aside money for maintenance or that they have to demonstrate why they’re going back for more money
 - Propose that admin. fees can only be a certain percentage maximum or that City monitors these
 - Do we want to challenge AMI?
 - The Policy mentions naturally occurring affordable housing, but they don’t note how or what this will look like
 - Advocate for a cap on repair funding
 - Encourage City to mention homeownership

Deadline to submit comment:

December 11th by 4pm - comments should be submitted in writing or by email

Whittier Alliance Next Steps:

- Post this on all WA social media including our concerns
- List of concerns that are whittier specific, share that, educate neighbors, encourage residents to voice concerns to the City
- WA will draft letter based on board recommendations
- Send it out to board
- Board will look at it over the weekend for comments/edits
- Then, we’ll post a public version of it, asking for feedback
- We’ll submit as official Whittier response
- Additionally, Board Members can also submit as Whittier residents

Adjourn 8:24 PM

Minutes submitted by Dan Stanton.

Meeting Minutes Approved on _____

David Bagley, Board Chair

Erin Sjoquist, Board Secretary

