

**Whittier Alliance Board Meeting Minutes**  
**July 26, 2018 6-8:30 PM**  
**Learning In Style**

**Present:** Erin Sjoquist, Crystal Audi, Angela Ritchie, David Bagley, Aldona Martinka, Martha Nemesi, Christine Popowski, Michael Malone, Scott Melamed, Michael Perez, Christina Le, Jen Kader, Cyndi Hovey

**Absent:**

**Late:** Araceli Perez, Stephanie Brown, Jen Kader, Mary Gazca

**Staff:** Kaley Brown, Marcus VanderSanden

**Guests:**

**Call to Order** at 6:01pm by David Bagley, Chair. Introductions.

Standard of conduct and conflict of interest policies were reviewed.

Michael Malone recuses himself from NCEC conversation

Amendments to agenda: Carrie Johnson from Make homes happen will be coming at 6:30

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

**Secretary's Report**

Erin Sjoquist

As of July, 15 are at 0 misses. David, Viswa, Michael and Michael have all missed 1.  
Review last month's meeting minutes.

Amendments:

- None

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

---

**Next Board Meeting:**

July 26, 2018

**Executive Committee**

Jen Kader

**Community Agreements recap**

How can we continue to improve to work together in this space? Are there any improvements in or additions to that list that they have t

Michael M.- Support members in holding each other accountable in this goals- he felt that last month there were body language and other cues that may have undermine the goals, accountability amongst us to interpret them and "enforce" them.

Jen recaps

**Finance - Christina Le:**

Finances are in order for this month. Thanks to Kaley for getting them to Stacy who did minor corrections, but other than that expenses are normal.

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

**Kaley breaking down staff expenses**

Few exceptional months, in January we had Ricardo severance payment, back pay from December for Kaley but mostly due to coincidentally having 3 pay periods in January. June is when Kaley was switched over to salaried. Kaley will continue to update monthly and we will do deeper dive quarterly.

**Acting Committee & Task Force Reports & Motions**  
**Community Issues** Viswa Challa

Viswa is absent.

Kaley overviews -

- Went through 2040 Plan with attendants. People chose groups based on issues that they wanted to dive into deeper and WA helped them dive deeper and understand how to provide feedback.
- Made sure everyone attendant was aware of the channels and timeline to provide feedback on the plan.
- Felt the meeting was well received and attendants had a better understanding of the plan.

**Business Association** Araceli Perez

Met at Brave New Media

Main topic was the Eat Street Festival

- Craig from Brave New Media is working on all the design and branding
- Icehouse has a music lineup secured for the event
  - Malamanya (salsa band), Mcnasty Brass Band, Madison Mcferrin, headlined by Haley (fka Haley Bonar)
- WA has secured Aztec dancing group to have at the event and are in process of securing other cultural acts
- Went over marketing plan; goal is to drum up sponsorship from other businesses

Franklin Ave bridge is now open

Discussed supporting local businesses through construction

Johan from Wesley Andrews stopped in WA office & noted their sales have decreased 35% since 26th Street closure

Matt Kazinka from Lake Street Council joined us to discuss various rebate programs offered to businesses through their energy providers. Araceli and Marissa's have taken advantage of some of these rebates.

**Housing Issues Committee** **Stephanie Brown**

Meeting will be July 16th, 6-7pm @ TBD

First official meeting of the Housing Issues Committee

Reestablished the goals of the committee as determined by the visioning sessions and meetings leading up to first meeting.

Engagement, Resources, Development Oversight

Chose to focus on engagement and resources talked about ways and methods to gain input from community.

Online survey was discussed however the limitations of the reach of an online survey were discussed. Decided face to face engagement in addition to a survey is necessary to get a wider range of representation. Started to form and think about effective ways to start face to face engagement surrounding housing issues in the community.

Board of estimates- Carol Becker how property tax fits into City budget  
Stephanie was approached by Make homes Happen MPLS to have WA voice support. HI unanimously voted for full Whittier Board to support.

Scott- Make Homes Happen MPLS is seeking endorsements from neighborhood association and other housing related organizations to call for a \$50 million annual investment for ten years from the City of Minneapolis into housing. Sheridan and Cleveland neighborhood are recent coalition members as well as PPL, St. Stephens and Commonbond all of whom have strong ties in Whittier.

Cost and availability of housing in Whittier by far most important issue identified in strategic planning process. Signing on is just to voice support the goal but there is more opportunity to work with Make Homes Happen.

**Guest Speaker-** Carol Becker- Make Homes Happen Coalition (find bio

Affordable trust fund is primarily made up of Federal pass through funds. Asking for investment from city from funds that have not been tapped yet. Federal tax bill and tariffs have had adverse effects on Federal housing dollars.

Affordable housing tax credits were 1.05 now .85 there is less need or incentive to build affordable housing. State and local levels can pick up this slack.

Local level there is a little more leeway for creativity- PPL new development has built quads, those units are not able to be financed by state or federal dollars.

MHH wants funds to be less prescriptive. Feels that prescriptive model has not been successful in past.

Only available to development with 30 year commitment to affordable rates.

More organizations they have sign on the more power they feel they might have to affect eventual policy. The goal is to push for more regular interaction with Housing community, wants CPED to meet regularly with MHH and other.

Jen- urgency - urban areas losing 100 units of affordable housing- there is opportunity and need.

David- is this same money that Mayor Frey is referencing for housing?

Carol feels that they influenced that number and have been working to get the mayors attention on this issue

Christina is wary that too much of that funding gets diverted to developers by incentivizing affordable housing on the 15 year commitment.

Aldona- This isn't to create policy, but a push to make policy makers make policy?

Michael- Response to Council member Benders that pot of money is the same?

Carol - MHH is looking at avenues not currently being used and finding new revenue sources but is aware that demand for city money is sensitive issue given potential shakeup of neighborhood org funding

**Motion** -Whittier Alliance endorses MHH Coalition's efforts

In favor- 15

Opposed- 0

Abstentions- 2

**Motion Carried.**

---

**NCEC District 6 Candidate Vote**

**Michael Malone recuses himself**

**Candidates**

**Corwin Howard Morton-**  
**Erica C. Christ-**  
**Katherine Glover-**  
**Kenya Weathers-**  
**Michael Malone-**  
**Saralyn Romanishan-**

**Katherine Glover is Whittier endorsed candidate**

**Araceli volunteers to be Whittier Representative**  
**Thursday, August 9th, 2018**  
**6:00 PM**  
**Project for Pride and Living**  
**1925**

**NCR Neighborhoods 2020 Work Groups - David Bagley**

Steven Gallagher formerly of Stevens Square is now working for NCR leading this project  
3 different workgroups will be held for this  
Lisa Bender- TIF money is going away, doesn't feel money will go to zero but seemed confident structure will be different. Currently 6.9 million dollars every year to neighborhoods 1.7 to NCR Staff. Will be raised in taxes. 5% raise in property tax, potential for that to effect Whittier acutely.  
Any funding of neighborhood organizations needs to be put into perspective of overall strain on city funding.  
Engagement structure of city is neighborhood organizations.  
For every hour of staff time we generate blank hours of volunteer time- would like to generate reporting structure to demonstrate value. "It would cost you more to achieve the same result"  
Staff people are crucial. Without people to follow up. Would like to develop template to show our value.  
Michael feels that it could end up in a situation that neighborhood organizations are fighting NCR for funding.  
Neighborhood organizations are the system of engagement for the city providing the on the ground work that the city doesn't have to provide.  
Neighborhoods must "flex muscles" to demonstrate value to the City. City Council will be championing equity and diversity engagement in neighborhoods.

What could we quantify.  
What are hours worth?  
Meetings?  
Personal Testimonies  
Annual Meeting

Would anybody like to help create this?  
Jen volunteers to help, Cyndi also volunteers to help put this document together.

**Staff Reports:** **Kaley Brown**

**Accounting & Finance Section**  
Facade Improvement Grant is closed out

### **Eat Street Festival**

Vendors

Food- 8 confirmed

Non-Profit- 5 confirmed

Have had some difficulty reaching out to businesses in festival zone. There is a variety of reasons for that disconnect.

- Reaching decision makers
- Language barrier

Christina feels that they should be able to put out a table for free to accommodate for the loss of business on Festival day. Hopefully would be willing to donate.

Potential for compromise with Whittier Business to pay less than the 20%

Is it the money or is it something else?

Michael M. there could be worse things than taking a hit the first year to show dedication to the neighborhood and the businesses within festival zone.

### **Whittier Staffing Proposal - Kaley Brown**

Dan will be leaving the end of this month Kaley has been thinking about about why has there been so much turnover? Feels employees in supporting position have not felt fulfilled in position.

Would like board support for staff organization seeking feedback and approval.

-Three Full Time regular employees

Executive Director

Organizational Development Manager

Community Outreach Coordinator

Wages are important to retaining and attracting talent.

Michael asks about Intern involvement

- Interns would be involved on a very project basis- would like to focus on value to interns.

Would like board support for staff organization seeking feedback and approval.

-Three Full Time regular employees

Executive Director

Organizational Development Manager

Community Outreach Coordinator

Looking to add value to these three positions in order to promote

Community Outreach Coordinator position next week.

Contract Staff Position- Business Outreach Coordinator

How will people be able to grow within these positions?

Will try to find that out through interview process and will be supported throughout their time at Whittier to grow and learn things even outside of direct duties.

Jen asks about possibility of healthcare

Health benefits associated with “real job” and would help with attracting and retaining

People will move- get the best in there and pay what you can pay them, some benefit to turnover with fresh ideas but should shoot for 3-5 years not every year.

Salary ranges have been established

Jeff feels the board has put a great vote of confidence in Kaley and that they have an obligation to “let her drive the ship”

In addition to the 3 regular full time employees there will be a contract position through December 2019 of “Business Outreach Coordinator” which will be filled by Marcus.

**Board supports the proposed staff structure**

Old and New Business

Strategic Plan- Monday August 6th from 6-8pm location TBD

- Would like as many board members to be there as possible

**Important to remember about Strategic Plan:** The document is a guiding document to say here's who we are, here's what we stand for and what we would like to do. Important to remember it is not a work plan.

**Agreed Upon Procedures for neighborhood finances**

Mike Wilson will attend August Finance and Exec meeting to go into plan in depth.

**Development updates**

**410 W Lake Street- Approved by Planning Commission**

- 30-60% AMI
- 9 Units for Homeless Vets

**Group met with Yellow Tree for developments on W 28th**

- Stephanie shared information on affordable housing program
  - Would have to commit to those prices for 10 years and would ensure it would

Housing Issues would like to develop an “Affordable Housing 101”

**19 E 26th St**

- Will be sold to City of Lakes Land Trust

**National Night Out**

- August 7th
- Calvary will provide \$100 to your block

---

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

**Adjourn 8:32 PM**

**Minutes submitted by Marcus VanderSanden**

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

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

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