

# East Bde Maka Ska Neighborhood Association

## Board Meeting

Thursday, March 2nd, 2023, 7-9 p.m.

The New Uptown Cafe

Virtual Option - WiFi Access Available On-Site

**Present:** Thang, Adam, Harry, Tim, Bobbie, Ben, Kari, Anja, Cuyler, residents online + in-person

## MEETING AGENDA

1. **Welcome - Zoom Ground Rules, Ice Breaker: Thang Holt, President** **7:00pm**
  - a. "Mute" yourself when not speaking
  - b. Wait to be called on before speaking, until open forum
  - c. Zoom meeting will be recorded for the purpose of writing the minutes
2. **Approve Last Month's Minutes: Kari moves, Tim seconds, no objections** **7:10pm**
3. **Reports** **7:15pm**
  - a. **President's Report: Thang Holt, President**
    - Uptown Farmers Market Collaborative - EINA, EBMS, LHENA
      - Grant application has been submitted, excited for the possibility, but regardless we're excited to collaborate
    - 501c3 AOI Under Review - Completed 03/05
      - Discussion of importance of transition to 501c3 for fundraising.
    - Logo Design & Branding Project: Slalom Partnership - Call 03/06
      - Discussion of Slalom contributing pro bono logo through Partners For Good program. Excitement for help with an intentional design that's in alignment, and developing the brand accounting for the community.
      - Meeting next Monday, next meeting will share progress, then next-to-next meeting, they'd come to present.
      - Our identity has changed through time, and after visioning at the winter Board Retreat, this is a logical time to revise the brand.
    - Neighboring NA Meet-Ups - In Progress
      - Excited to get out of winter and get together with other neighborhoods.
  - b. **Staff Report: Cuyler Dinegan, Coordinator**
    - **501c3 Update:** We've received Articles of Inc for review, Cuyler is 2/3 through submitting 1023 Form, each phase taking 3-4 hours to complete. Once submitted, Mission Guardian will provide draft, then revision process before submitting documents to IRS. IRS approval takes 1-6 months.
    - **Newsletter** engagement a stunning 60+% (industry average is about 25-30%), our neighbors are in the loop.

- **Priorities Survey** went out this morning, already have 60+ responses. Flyers will go up in cafes and other high-traffic areas soon, survey will stay open through April or until engagement plummets, whichever's first.
- **Website** has new images up (please forward your board image/bio to info@). Slowly building out a business and dining directory to showcase EBMS offerings on an interactive Google Map.
- **EBMS Shared Drive** up and running, still slowly sorting through things, but Thang now has access, Executive Committee will have full access next week, and portions of it will be available to broader Board and Committee Chairs.
- **Assessing Paypal** as a donation platform while we're still 501c4, need to be including donation blurbs in all our materials.

#### c. **Treasurer's Report: Adam Olson, Treasurer**

- Cuyler hunted down City problems, have an opportunity to get reimbursed for up to \$6K.
- Only 2 expenses were transition check for Andrew's onboarding for Cuyler, and Anja's HH expense, thanks for leading that Anja!

#### d. **Committee Updates**

■ **NRP Committee:** Hasn't met again yet. Great to have survey out now, we can vet our ideas against that and get new ideas out. We have a chunk of change that's use-or-lose, around \$50K, to fund new programming informed by neighbors' ideas.

- Could be smaller projects or one large project, but that \$50K does need to get contracted relatively soon.
  - Tot lot could be full \$50K. Assume it's MPRB property but EBMS spearheaded the last update in the 90s.
- Reminder, Committees are open to everyone. A lot of the work of EBMS happens at the Committee level.

■ **Livability Committee:** No meeting, will pick up next month, when Livability could consider:

- Reaching out to begin renewed UA inter-neighborhood partnership

■ **Social & Engagement Committee**

- **Monthly Social Event:** Next Tues. Mar 7 is the next HH at L&I
- **Train Event / Social:** L&I Socials are nice, but not cheap or super fun. Maybe in warmer months, it makes sense to do Socials outside in nice weather. Then in colder months, we go into eateries. I want May Social at the Depot, can invite other neighborhoods ("LH, SU, EINA, Join us for 2 hours!") to take trolley tours.
- **April Earth Day Event:** Anja will lead, can get treats from Lund's. County/MPRB drops free supplies, gloves, eco-toys.
- **Trolley Path mulch is coming!** Anja is the contact, but cannot be there for drop-off at end of June (last weekend, to avoid tree worms). Asked for 2 loads, as we never get enough. We provide our own supplies, wheelbarrows, shovels, etc.
- **Garage Sales:** All interested? Yes! Anja's pal Linda is game for it, will fwd to Cuyler.
- **Labor Day Event:** Brad (raffle resident) should be contacted. Labor Day at its height was huge. Parade to SMGO raffle, potluck, bingo! SW Band would march and play. If

someone's interested in leading this, let me know. Recruit for Wine Tasting, Annual Meeting, etc. / Harry: This was a huge deal. / Thang: Would you work with Social Committee? / Thang: I would love to see the Committees delegate as needed. There will be a lot of groundwork in Committee that needs Exec + support.

- **Annual Meeting:** Should starting assessing locations. Granada an option?
- **Sailing:** When it warms up and unfreezes, TBD
- **Residents:** Welcome program for new residents? We're trying to rethink what a welcome looks like. Please take the survey! Would also like to host socials in backyards!
- **Anja (Co-Chair) will be gone June 12 – July 21, and most of August.**

#### 4. New Business

7:45pm

- **2023 Budget Overview (Adam Olson)**
  - General Fund (reserves) needs to grow with fundraising (donations, grants, merch), because NRP is going away completely soon, EEF/NNF are slowly pulling away each year (half our usual NNF fund from last year).
  - 501c3 status is a big chunk of change, may be able to spend some through NRP.
  - This is the year to rally, this is why we joined the Board, excited to get going. There's so much energy in here AND out there. How do we do the fun stuff, AND continue to be sustainable as an org. In a lot of convos in the last month, there are perspectives from NAs who rely heavily on public funding. So we can go to battle for publicly available funds. We can ALSO activate our residents, who could help support us.
  - Seeing this makes it very clear that if we continued operating unchanged, we would run out of money next year. So our neighborhood is now funded by our neighborhood. If we have high email opens, we can make an ask. If we have a HH, we can share how to support us. We've taken the City funding for granted, as have all neighborhoods. We have autonomy is how we fundraise.
  - It'll be helpful to tell the neighbors EXACTLY what we're donating TO (playground, etc.), and make sure everyone knows HOW to donate money (online, dropbox).
  - Motion to consider – we'll have \$20K this year. Maybe one way to set a goal to fundraise for 2024 (\$6K, if they renew EEF/NNF at the same amounts; maybe \$10K). Also probably Champions in the neighborhood, who could own the many pieces that go into Fundraising events.
  - Wine Tasting was ~\$2-3K in past.
  - Silent auction at Annual Meeting? An Annual Meeting is where many orgs DO all their fundraising.
- **Fundraising Discussion**
  - What goals do we set for fundraising? What's missing from Budget?
  - As Tim alluded to, this discussion belongs in a Committee: Fundraising Committee

- Thang: I'll take time with this to put together thoughts and questions. As I heard again and again at the conference I just returned from, adaptability is how we will continue to be successful.
- Cuyler will put call out about joining Fundraising/Development Team.
- **Orchestra Donation Request - Board Vote**
  - Discussion of affording this, given our financial constraints at this time. There are ways we can be transparent – “Ask us in the future. We want to help but our funding is cut / We can promote you in community, but can't support you financially at this time.”
  - In order to fundraise and donate appropriately, we need to be coordinating 10 big things vs 100 little things, we can each dedicate time more intentionally.
  - Vote to decline financial support, offer solidarity, comms support: All ayes.
- **Master Access/Platform for Board Members – Update**
  - Login access will be shared as needed, due to sensitive information.
- **Board Meeting Locations:** New Uptown Café is slightly loud to be heard. Part of the deal with using space at St. Mary's is that we don't have MPRB building access in EBMS. Easier to focus in a quieter space. Daymark has meeting rooms too. Wagner Properties has sponsored other NA's in the area, should look into this.

5. **Recap of Action Items:** Tim will reach out to Eva/family email, Thang will draft Pops Orchestra response, Board Feedback for Adam on budget, Adam will send update message to NRP Committee, Cuyler will add call for Fundraising Committee to newsletter(s). **8:15pm**

6. **Adjourn** **8:30pm**

*The East Bde Maka Ska Neighborhood Association (EBMSNA) invites and encourages participation by every resident to each program, service, and event organized by EBMSNA. Should you require an accommodation in order for you to fully participate, or if you require this document in a different format, please let us know by contacting us at 612-584-9260 or [info@eastbdemakaska.org](mailto:info@eastbdemakaska.org) at least (5) days before an EBMSNA sponsored event.*