

# East Bde Maka Ska Neighborhood Association

## Board Meeting

Thursday, Sept. 7, 2023, 7–9 pm

St. Mary's Greek Orthodox Church, **Edit: Lecture Room** / Virtual Option

Present: Thang Holt, Adam Olson, Ben Ruxin, Bobbie Keller, Harry Savage, Tim Fontaine;  
Cuyler Dinegan (staff); Aryca Myers (City of Minneapolis)

1. **Welcome - Zoom Ground Rules, Ice Breaker: Thang Holt, President** 7:00pm
  
2. **Board Role in Fundraising - Aryca Myers, Neighborhood Specialist** 7:05pm  
City of Minneapolis, Neighborhood Community Relations Dept (NCR)
  - a. **City has supported directly for 30 yrs, in other ways for 50**
  - b. **Reactions to fundraising?**
    - Tim: Angst, it hurts. If it's a good cause or your job, that's one thing. But it's hard.
    - Ben: What he said.
    - Thang: I love it, it's part of why I got into the work I do. The worst thing they can do is say 'no.'
    - Bobbie: I hate to ask people for money. People hit me up all the time. How do I decide what's a good enough cause to give to?
    - Adam: My biggest concern is equity issues that may arise. We have goals to reach renters, but fundraising could pull us in a different direction
  - c. **Aryca: I was at Lyndale neighborhood, doing fundraising for 9 yrs.** I hear exactly what you're saying.
    - When you think about fundraising, we think about asking for alms and pity. But fundraising is about aligning resources to services. You're not a beggar. You're part of an entity that can fulfill a goal with the appropriate resourcing.
    - Giving landscape in MN: We've been #1 in charitable giving in US. This year we fell to #3, but we're still in the top. Majority of giving is individuals, not grants or foundations or corps—64% of funding in 2022 was individual donors.
  - d. **Board role in fundraising: New for you?**
    - Thang: It's really new. Recognizing how stretched funds are has put us in this position. Identifying points to ask (kiosks, events, boxes, etc). Cuyler's done a lot digging into opportunities. And transitioning to 501c3 status.
    - Tim: We have a common recognition that we have about 1 yr to figure things out before we have to take drastic action in operations. Adam and I were on committee where this was discussed...
    - Adam: Culture shift of the board is the only other thing. We're looking at working with MPRB to fundraise in a hybrid way for both park improvements and the org.
    - Ben: Can we say 'and projects like this' to make sure Funds can be used for all the different ways we need them?
    - Tim: That's exactly right. Should be a part of the messaging, it makes a huge difference to fundraising.
  - e. **What's gonna be your Board's role. How do you move forward with Fundraising? Do you all have to agree upon it? Will there be some kind of Board give/get requirement?**
    - Thang: Is there a baseline that exists for goal-setting, fundraising, budget processes for the various neighborhood orgs?
      1. They're so different, every neighborhood. When I was at Lyndale, we had \$6K. We had to raise \$150K yearly. But partnered with a consortium to get reimbursed by the State. Lyndale's 44% black/indig/poc, and they wanted to be able to fill out forms themselves vs us doing it for them.

We invite and encourage participation by all. If you require an accommodation to participate or access documents, please contact us at least 5 days in advance by email or 612-584-9260. Or contact MN Relay Services at 1-800-627-3529, or contact 7-1-1.

- f. **What are your goals? And what portion of those goals need to be fulfilled by each board member? Grants are really competitive, and considering your neighborhood makeup, you need to be really particular about what grants you pursue.**
- Thang: If you're developing multiple streams of revenue to funnel income, actively and passively.
    1. Aryca; Board should be charting both forward, planning whether it's growing, shrinking, etc. Boards decide together - we will ALL donate to the org. There was one org which you paid required \$300 donation. Boards as fundraising ambassadors - share values, attend events, make thank you calls, etc
- g. **Next great step is Create a fundraising plan**
- Targets, bi-annual donation
  - Give EOY but also in spring(?)
  - Bobbie: Still good to send mail - some folks stay offline
  - "I'm from this org, I'd really like to talk - what's the best way to get in touch with you?" Then log how each potential donor communicates
  - At Lyndale, we'd write donation cards to everyone who donated \$100+
    1. Got 20-27K annually, from a database of 10K people
  - Set manageable expectations, realistic goals
  - Ben: Business sponsorship channel successful?
    1. Very. 5-8K each year. Have a business sponsorship - different levels give you logo, blurb, article, etc. Lyndale created levels, materials, sent to all area businesses, and received a decent chunk of money. Might be an easy first step to get some money.
- h. **Not a nonprofit?** Aryca: You are legally a nonprofit (501c4), they just can't claim it's tax deductible. Will be easier when we're 501c3, can say you \*may\* be able to deduct ("Talk to your tax consultant!")
- i. **First step to pull together plan, so you can hit the ground running when you get 501c3.**
- Goal, budget, calendar, timeline, gift pyramid (charting what chunk of donors fund what, and who those people are (asset research))
- j. **If Grants**, start making relationships with Program Officers at orgs. See if it's a good fit, but also start building that relationship - be responsive, explain the benefits of your org.
- k. **Multiple revenue Streams**
- Monthly donors: Often folks give more over course of 1 year (monthly) vs 1 big donation
    1. MUST have capacity to do thank you, acknowledgements, etc.
  - Matching donations - check with employers, used to be super big, can double the donation this week
  - Events can be super labor-intensive. Keep capacity in mind for both yourselves as board members, and staff.
    1. Aryca: Lyndale had its own Wine Tasting, built a relationship with Lake Wine & Spirits, they'd donate wine and bring their staff. Also did wine cellar raffle.
  - Dining for dollars, etc.
- l. **Qualify what the donation will buy:** "\$10 will buy X" People like the tangible in what they're donating.
- m. **When you get 501c3**, sign up for GiveMN. PDF from GiveMN parent co: "Brainstorm with the Board." Storytelling is really important. Talk about YOUR why. And YOUR vision. Cycle those stories through social, website, etc.
- n. Adam: Other good examples we could look for for inspiration. Neighborhoods our size?
- Aryca: With funding change, a lot of areas are fine and are just starting to look for other ways to fundraise
- o. **Adam: Any ideas about initial startup funds. We have VERY little in our general funds we could use to put money down toward fundraising efforts...**
- **Aryca: Start a business partnership program.** Pair up, section off, walk in and talk to the folks. "We love the neighborhood, we love you guys. How can we work together? We'll do spots/highlights in our website, newsletter, etc etc"
    1. Caren: Having business partner(s) with other orgs would be huge
    2. Bobbie: Levels of individual giving (100 or less, 500 or less, etc. different creditation)
  - AND start thinking about cultivating individual donors. Start talking about why you love the neighborhood, the things you do. Then move to asks.

- p. **Thang: Do you still see the ins and outs of NAs? We all run differently. Board size in order to execute funding....**
  - Aryca: We had a decent board but 14 staff. We'd gotten McKnight and Mpls Foundation grants, which did eventually go away. Board would do thank you phone calls, phone-a-thons, etc...
- q. Caren: As you're thinking about recruiting the next Board, think about the talent we need. I love the idea of partnering with others. Do we make money out of the Super Sale? (No, covers event costs)
- r. Thang: The world is our oyster, but our fundraising does require active participation. What do we need to look like in order to implement this plan?
- s. **Ben: There are different purposes for the board.** What individual skill sets on the board are more important than getting 50 people on the board.
- t. **Tim: I'm willing to put in some legwork.** I can't spearhead, but there are things happening that allow us to both fundraise AND build community. Dunno about block captain program, but if we break it down by donations per block....
  - re Businesses: At a minimum, want them in our partnership community (champion them). Another level would be sponsorship (increase foot traffic during slow times; visibility). Lets them say yes without committing to give it money.
  - Business community on Board... Come to a meeting!
- u. **Aryca: Be realistic with your goals, share the passion about the work, keep that joy.**

### 3. Approve Last Month's Minutes

8:10pm

- a. Thang motions to approve minutes. Adam moves, Ben seconds. All ayes.

### 4. Reports

8:15pm

- a. President's Report: Thang Holt, President
  - Addressed in other portions of agenda.
- b. Staff Report: Cuyler Dinegan, Coordinator

#### ■ ADMIN

1. **501c3 status:** No update, Mission Guardian has reached out to IRS, stay tuned.
2. **Grants:**
  - a. **Collaboration & Shared Resources Grant with EINA:** no update (\$15K toward fundraising consultant and infrastructure costs)
  - b. **Assessing Senior Community Service Grant (State of MN) and a People Power Grant (AmeriCorps),** both provide 1 year of paid volunteer/staff time
  - c. **Again,** if you come across any applicable grant opportunities, please forward!
3. **NRP money is in transition,** Adam can speak to this more deeply:
  - a. Need a scope of services for the walking group / block work
  - b. Need a more official agreement with MPRB on our project(s)
4. **Newsletter went out last night,** good engagement with Sale, Safety Walks, Block Capt
  - a. Included the brand announcement - no comments, torches, or pitchforks yet
  - b. Had an inquiry about Violence Interrupters, which I'm waiting on the City's Neighborhood Safety Dept. to learn more
  - c. Business Interviews, whenever Bobbie/Lee are ready (Scout, Ann Kim, et al)
5. **Brand implementation** across our digital and print channels
  - a. Neighborhood boundary signs - will reach out to the fabricator
  - b. Trolley Path signs (Anja)
6. **Working on Expense Requests with the City** so our books balance with reimbursements from the NNF/EEF/NRP

#### ■ UPCOMING EVENTS

1. **Neighborhood Super Sale** has 117 registrants, 29 in East Bde Maka Ska
  - a. Saturday, Sept. 9 / 9am-3pm, across EBMS, EINA, LH, Kenwood
  - b. I'll be snapping some pics but take and send a few if you're out!
2. **Safety Walk** every Saturday, 10-11:30am
  - a. Leaves from the North Parking lot here
  - b. Numbers are low as it's just starting out, please attend if you can

3. **Sail Bde Maka Ska** is next Saturday, Sept. 16 / 10-noon
  - a. 8 spots filled, please share with neighbors or sign up yourselves
4. **Trolley Path Mulching** Sunday, Sept. 24, 10–11:30am
  - a. Meet at Trolley Path trailhead to chip in
  - b. Bring gloves, rakes, wheelbarrow if you have'em
5. **Ward 10 City Council Candidate Forum** Monday, Oct. 2, 6:30–8pm at
  - a. Abyssinia Cultural Center (on Lake just past Lyndale)
  - b. We are co-sponsoring this event, but it is grant-funded, so we just need to provide 1-2 volunteers to help with greeting, wayfinding, comment cards when the doors open at 6pm. Easy peasy.
    - i. Who'd like to help?: Thang and Harry volunteer
6. **Personal Safety Workshop** with South Uptown Neighborhood, TBD
  - a. Have always done with educator Mary Brandl in past, but they're open to new ideas. Kick to Livability / Safety Team?
    - i. Thang: Safety Training Facility (shooting range) partnership?
7. **Neighborhood Socials** return with Anja, TBD
8. **Annual Meeting + Fundraiser** Thursday, Nov. 9 evening, TBD
9. **Give to the Max / Giving Tuesday** Thurs. 11/16, Tues. 11/28, TBD
  - a. Only if we have 501c3 status)

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

- Adam: \$11K remaining, not reimbursements from the City currently, but Cuyler will reimburse for his time, NNF, EEF, etc.
- City's received NRP contracts, looking for clarification around usage (exp Dec. 2024)
- City/Mayor supporting more funds for neighborhoods in 2024. We were expecting \$10K for NNF, now at \$15K (not firm, but please email Mayor + Chughtai a thank you for allocating more to this.)
  1. Does NOT let us off the hook for fundraising, should still be fundraising considerably.
  2. Cuyler will ask Aryca about publicizing this
- Inquire with David Ratner about reimbursement for Safety Walk expenses

**d. Committee Updates**

- **Development Committee**
  1. Transitioning NRP to Development Committee in earnest. Putting ideas, fundraising plan together (Thang, Tim, Cuyler, Adam).
  2. Tim will put together a campaign draft for others to react to
- **Livability Committee**
  1. Should get Block Captains sharing out comms
  2. Commit to 3 more Block Captains by next meeting?
    - a. Caren volunteers her husband!
    - b. Thang will get her info for husband
    - c. Tim will check with his wife
- **Social & Engagement Committee**
  1. Anja Is Back!
  2. Neighborhood Socials:
    - a. Sept: Trolley Path Mulching (Sept. 24, 10–11:30am)
    - b. Oct: TBD
  3. **Annual Meeting Update**
    - a. We still have Granada Theater for gala
    - b. We have to fundraise to make it happen
    - c. We need DJ, photographer (or crowdsource), silent auction pieces, etc
    - d. Thang asking about Granada donating % of drinks
    - e. Drawing (wine giveaway/pull)
    - f. Goal is \$10K for this meeting (venue, food, servers = \$3K)

- i. Tim: Structure this ask - maybe each Committee finds \$4K worth of finds (vacations, timeshares, tickets to sporting events, premium seats, autographed materials, etc). We need stuff that can be donated? (Yes, things and experiences.)
- g. Speaking: Thang, Chughtai, Shaffer, Business person
- h. Adam: If I had to choose between a strong board and a fundraiser, I'd choose a strong board
  - i. Tim: Bring in safety component - liaison, MPD rep; make it a business meeting. "We're moving into a new era, we're gonna need to raise some money, we're gonna make it fun..."
  - ii. Caren: And business development. And Committee development.
  - iii. Ben: This feels very different from a gala.
  - iv. Discussion about having an annual meeting for business somewhere lower key in Nov, followed by a fun fundraiser at Granada in winter
- i. Cuyler will share out Board roster so folks know who's up for reelection

## 5. New Business

8:40pm

- a. Official Branding & Logo Announced
- b. Opening Up Submissions for 2023-2024 Board - Options for Current Board Members
  - Position Descriptions coming soon
  - Current Board Feedback
  - Future Board Needs & Expectations

## 6. Adjourn

9:05pm