

WEBVTT

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00:00:00.690 --> 00:00:18.330

Carina Aleckson: And the brand new chair of the East Tom business partnership board. So, on behalf of the Board. Welcome to our first business forum of are all the new board year I guess technically our new season won't start till the fall

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00:00:22.140 --> 00:00:23.700

Carina Aleckson: Looking at Hold on one second.

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00:00:25.050 --> 00:00:31.320

Carina Aleckson: I had my agenda pulled up and then I lost and I've been having sort of an off day with my

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00:00:33.780 --> 00:00:41.190

Carina Aleckson: Technology and my meetings, so I apologize for bringing all of you into my chaos here for a moment.

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00:00:42.690 --> 00:00:43.800

Dan Collison: No worries Kareena

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00:00:44.130 --> 00:00:47.580

Dan Collison: I think I was on a zoom meeting, maybe two or three days ago.

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00:00:48.000 --> 00:00:56.760

Dan Collison: And usually there's someone who is addressing some issue or they freeze or they lose audio and for some reason that meeting, which had like

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00:00:57.120 --> 00:01:08.400

Dan Collison: I don't know, eight people like everyone said I'm mail I'm melting down my internet is unstable. It was like the whole Twin Cities or something because they were people who are all over the place. I don't know.

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00:01:08.490 --> 00:01:13.350

Carina Aleckson: Maybe it's just a case of me. As is typical for me, having way too many windows open so

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00:01:13.410 --> 00:01:14.670

Carina Aleckson: That's part of this issue.

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00:01:15.750 --> 00:01:24.090

Carina Aleckson: As finding my notes about what I'm supposed to do, because this is my first meeting that I'm welcoming everyone to. So instead of going around and actually

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00:01:25.320 --> 00:01:27.630

Carina Aleckson: Verbally introducing ourselves.

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00:01:28.890 --> 00:01:45.960

Carina Aleckson: As we would in person or having people do kind of using the chat feature of zoom to just pop in your, your name and your organization. I think I'm actually just going to copy and paste my email signature in there because it offers people

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00:01:47.190 --> 00:01:56.400

Carina Aleckson: That information as well when I'm not serving in my role with East home business partnership. I am a project manager at Catholic Charities so

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00:01:58.200 --> 00:02:07.350

Carina Aleckson: We our offices are currently in the West part of downtown, but we are in the process of moving those offices into East Town, so that's exciting.

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00:02:09.930 --> 00:02:15.630

Carina Aleckson: I want to also invite all of you to continue to engage with the various programming that will have going on during the summer.

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00:02:16.650 --> 00:02:25.260

Carina Aleckson: I know things are going to be modified. During this time, but we do look forward to continuing to interact with one another, whether it's virtually or

18

00:02:26.280 --> 00:02:32.310

Carina Aleckson: As little things start to open up more in our downtown area. Hopefully we will get to see some of you.

19

00:02:34.230 --> 00:02:46.200

Carina Aleckson: With masks. So I know it's kind of been fun. I was at the co op yesterday morning quickly grabbing a few things. And there was a man there with his Homer hankie from 1987 that was his mask and it was just lovely. So

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00:02:46.860 --> 00:02:51.060

Carina Aleckson: I've enjoyed seeing people's creativity out and about on display that way.

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00:02:52.860 --> 00:02:58.800

Carina Aleckson: With that, I will hand it over to Dan for him to tee up our wonderful programming for today.

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00:03:00.060 --> 00:03:06.090

Dan Collison: Thank you Kareena and thank you everybody for being here and I

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00:03:07.170 --> 00:03:09.570

Dan Collison: Am going to share my screen right now.

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00:03:10.920 --> 00:03:21.840

Dan Collison: In just a second. As we sort of dial it up. Can everyone see the wonderful welcome slide for our event today. Maybe someone shake their head or say yes or

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00:03:21.930 --> 00:03:22.500

Dan Collison: Yes, right.

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00:03:22.560 --> 00:03:37.170

Dan Collison: Good and sing wonderful nods. So thank you everyone for being here. And as I sort of scroll through all of the names and the faces. Thank you for the downtown Minneapolis neighborhood association leaders and for the Elliott Park.

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00:03:38.130 --> 00:03:47.250

Dan Collison: Board members and of course for all of the business and nonprofit and corporate leaders who are participating in today's meetings. We're grateful to have you here.

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00:03:48.000 --> 00:03:57.150

Dan Collison: Just a real quick thing and Kareena already covered. And by the way, thank you to Kareena Green has been a board member for many, many years and has served on executive committee and has been treasurer.

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00:03:57.540 --> 00:04:09.630

Dan Collison: And was just a wonderful win for the East on business partnership to lean into the chair role and so thank you for that. The baton was passed from Jon Kabat basotho I see on the call. Thanks for being here. JOHN

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00:04:10.530 --> 00:04:17.400

Dan Collison: Just a few things. And it looks like everyone's already in the flow. In fact, I've noticing like we're all evolving like we know how to mute and

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00:04:18.480 --> 00:04:27.480

Dan Collison: We know how to use the chat feature and we can change backgrounds, you're, you're, you're all like highly evolved zoomers and thank you.

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00:04:28.080 --> 00:04:40.080

Dan Collison: For feeling free to do that, we will record this session. So that Carolina sweet. It was a phenomenal note taker will be able to track with all of this, I do also want to highlight. We're grateful for membership.

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00:04:40.530 --> 00:04:52.080

Dan Collison: We've always had this sort of really affordable structure and it helps fuel staff time we have such little overhead. We just keep pouring it back into organizing to benefit the community.

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00:04:52.800 --> 00:04:58.140

Dan Collison: So we're grateful for that. And I want especially highlight our platinum members that you see on the screen.

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00:04:59.130 --> 00:05:03.390

Dan Collison: The American Academy of Neurology Catholic Charities center point energy clear

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00:05:04.080 --> 00:05:14.820

Dan Collison: Clear Channel Community Housing Development Corporation ESP architects and have been healthcare house of charity crowd Sanderson. The Minnesota Vikings Nika creative North Central University.

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00:05:15.450 --> 00:05:28.170

Dan Collison: Padilla people serving people Sherman associates Sherwin Williams thrive and financial US Bank and Wells Fargo, especially for your platinum memberships that give us extra gas in the tank.

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00:05:28.920 --> 00:05:41.160

Dan Collison: It really helps us all be able to further our work, just a couple of announcements that I'm pleased to talk about for the month ahead, first of all, our next forum and this is

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00:05:41.520 --> 00:05:48.330

Dan Collison: This will be the last forum of our season our season is September to June we tend to follow the school calendar year.

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00:05:48.990 --> 00:05:52.800

Dan Collison: Will be this form will be a co created form of the Minneapolis downtown Council.

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00:05:53.160 --> 00:06:04.590

Dan Collison: And we will have Steve Kramer. The CEO that don't don't counsel moderate a panel on the importance of downtown's to their city and region. This is leveraging a recent national study that was done.

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00:06:05.070 --> 00:06:11.340

Dan Collison: Actually with Kathleen land, who's the director of research for international downtown associations, you played a lead role in that.

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00:06:11.790 --> 00:06:18.870

Dan Collison: And the panel. As you can see, will be a really wonderful sort of tilt a whirl of urban planners and that of economic development and

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00:06:19.230 --> 00:06:28.800

Dan Collison: Rosemary bow job, who's familiar with our group and does a lot of inclusion work talking about how downtown's, not only are important, but then what they can do and be

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00:06:29.100 --> 00:06:36.390

Dan Collison: To be more important in the future. And of course this will cover everything from business to residential to place making an activation

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00:06:37.350 --> 00:06:40.770

Dan Collison: Next, just to highlight because we partner with Minneapolis downtown Council.

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00:06:41.580 --> 00:06:51.510

Dan Collison: There are a number of webinars that are going to be launched with the downtown council. The next few coming up our back to business operating under the influence of coma 19 coming up next week.

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00:06:52.080 --> 00:06:57.780

Dan Collison: And then June 10 back to the office. They're doing a whole series here of webinars that are free.

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00:06:58.230 --> 00:07:05.070

Dan Collison: And you can find those to your membership there and probably we can even get you in. If you're not a member, just let us know.

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00:07:05.580 --> 00:07:13.800

Dan Collison: A couple of things going on. Cities doing engagement around transportation action plan. This is big. Well, it's not as big as the

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00:07:14.460 --> 00:07:22.410

Dan Collison: Comprehensive Plan, but it's pretty big. It's policy development for transportation. So everything from curb cuts to Lane. Lane with to

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00:07:23.280 --> 00:07:32.250

Dan Collison: The future of pedestrian and public transit and cars and and environmental goals. It's just a ton of stuff. They're still accepting comment.

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00:07:32.640 --> 00:07:41.790

Dan Collison: Up to like tomorrow. So we just invite you to stay engaged with that. And we've been promoting engagement. It's very important Finnegans

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00:07:42.390 --> 00:07:52.350

Dan Collison: Even though being closed with other restaurant tours is doing carry out and take out. And they've also been doing. They have Innovation Lab. That's a nonprofit social enterprise organization.

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00:07:52.650 --> 00:07:59.790

Dan Collison: That's featuring the final presentations of their their their call them Finn fellows.

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00:08:00.300 --> 00:08:08.550

Dan Collison: I love Jackie. I'm not sure she can be on the call. I know she's scrambling like most of our restaurant tours to stay ahead of meaning to get things out the door through take out but

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00:08:09.150 --> 00:08:13.950

Dan Collison: She always and they always have creative turns with the fin fellows are like winners of the fellowship

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00:08:14.220 --> 00:08:20.820

Dan Collison: They've given money to develop projects, they're going to present a virtual presentation, I invite you to jump in as such interesting

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00:08:21.090 --> 00:08:35.400

Dan Collison: And compelling work in the social enterprise space. And then, of course, buy beer from Finnegans they do curbside pickup Monday through Friday three to 6pm, you know, they're a fabulous nonprofit Brewer, who gives proceeds and profits to

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00:08:36.510 --> 00:08:42.270

Dan Collison: Address food, food security issues and food for those who need food.

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00:08:43.320 --> 00:08:46.050

Dan Collison: Other things just to remind everybody, we have some of the most

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00:08:47.160 --> 00:08:59.490

Dan Collison: Important organizations that do social services and social good Catholic Charities house of charity and people serving people are undergirding and incredible safety net in this time and so

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00:08:59.730 --> 00:09:01.890

Dan Collison: All of them have really great engagement.

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00:09:02.160 --> 00:09:11.310

Dan Collison: Campaigns going on and we invite you to support them. One of our members the NRA does a lot of human resources, they're providing a ton of free resources.

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00:09:11.640 --> 00:09:19.920

Dan Collison: And just invite you, if you need them sample policies guidance on communicating in the workplace and especially as workplaces are now pivoting

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00:09:20.250 --> 00:09:28.950

Dan Collison: To reopening and bringing people back they're willing to provide free resources and free copy that can help you succeed.

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00:09:29.880 --> 00:09:36.870

Dan Collison: Next we invite everybody to stay engaged with the neighbors associations with the zoom meetings. I think they're even more accessible.

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00:09:37.350 --> 00:09:45.510

Dan Collison: And so because we live in the zoom bombing era. We can't just publish specific information to the whole world.

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00:09:46.110 --> 00:10:00.240

Dan Collison: We ask that you go through the website and connect with their staff organizers to get the credentials for zoom meetings, they're a fabulous way to hear how the committee's and the boards are working to advance the vitality of our two neighborhoods.

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00:10:01.200 --> 00:10:10.890

Dan Collison: Steve Fletcher our council member for ward three is you may know ward six is actually going into an interim election period. I don't have any information on that we're listening. We're tracking

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00:10:11.370 --> 00:10:14.370

Dan Collison: That election is supposed to take place this August, I believe.

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00:10:15.270 --> 00:10:21.270

Dan Collison: But he is still available and he's doing some zoom meetings and through Facebook, you can reach him. If you'd like to stay in touch.

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00:10:21.660 --> 00:10:41.460

Dan Collison: And have him connect with whatever questions you have these time business partnership has a very robust page tab on our website just Christy. Thank you so much. Christy hunky is constantly scouring the landscape for all current and new information and incredibly logging it in our

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00:10:42.750 --> 00:10:54.210

Dan Collison: tab on our website. We just recommend you to go to it, it has so many important projects and important initiatives and important pieces of information that are being updated almost every day.

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00:10:54.570 --> 00:10:58.860

Dan Collison: And so I just invite you to go to the Small Biz support guide on our site.

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00:11:00.030 --> 00:11:07.800

Dan Collison: Also, I just want to highlight this has become now with Governor walls is announcements and we were having a little pre chat before the meeting got going.

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00:11:08.340 --> 00:11:17.820

Dan Collison: Especially with our featured speaker Brenda being such a leader in the food space. It's just hard. It's just so hard to see our owners and our restaurants.

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00:11:18.480 --> 00:11:25.320

Dan Collison: Be just put in places where it's almost impossible to succeed. And so we want to stay at it to keep

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00:11:25.740 --> 00:11:37.050

Dan Collison: Looking for those those thin spaces and those unique opportunities to support all of our food based businesses. And so this Friday. And what you're seeing on the screen right now mayor's office.

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00:11:37.440 --> 00:11:45.930

Dan Collison: And staff hold. I think it's bi weekly. I've always got that our set aside every week, but it feels like there's now a bye week rhythm and tomorrow is the next one.

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00:11:46.410 --> 00:11:58.320

Dan Collison: Where they're going to look at a set of initiatives engage with Governor walls his orders and ways that the city is doing what they can to make permitting simpler and more streamlined and just do what they can

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00:11:58.890 --> 00:12:09.390

Dan Collison: So I invite you to participate. It's a simple deal if you assume Minneapolis, we have these on our website as well to log in and tomorrow, they're covering seven areas.

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00:12:10.080 --> 00:12:20.400

Dan Collison: Issues from the Minneapolis forward as we reopen the reopen plan essential steps to June one public health guidance, all the way down to like small business technical assistance.

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00:12:21.480 --> 00:12:27.330

Dan Collison: I also am pleased to let you know and we originally were going to have our meeting yesterday, but then Governor walls.

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00:12:28.260 --> 00:12:40.230

Dan Collison: public announcement got shifted to right when we were going to meet. And so today at two o'clock. We have a food hospitality reopen collaborative

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00:12:41.100 --> 00:12:51.150

Dan Collison: That it doesn't include all of the owners and operators that you see here what you see on the screen is the entire list of food based hospitality in the East Town area.

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00:12:51.480 --> 00:12:57.390

Dan Collison: Which covers of course downtown east in the Middle District and all of Le PARC, and we probably have 15 to 20

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00:12:57.810 --> 00:13:07.080

Dan Collison: Owners operators and developers who are deeply invested to work in what we're calling a co op to co op petition a cooperative

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00:13:08.010 --> 00:13:12.570

Dan Collison: We recognize that we have competing restaurants, but we're going to collectively cooperate.

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00:13:13.110 --> 00:13:24.600

Dan Collison: And being able to create a strategy, not only for reopen and best practice, but also then for really place based strategy to make sure all of our residents of downtown east and Elliott Park.

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00:13:24.930 --> 00:13:37.200

Dan Collison: And all of downtown can understand what we're doing on this side of downtown and what exciting restaurants, we have that will support the businesses. So we've been meeting as a small task force for a couple months.

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00:13:38.010 --> 00:13:48.780

Dan Collison: More fielding curveballs with everyone else. But now we feel like it's time to really lay the groundwork for several months of a strategic arc to the work if you want to be a part of this please email me.

93

00:13:49.470 --> 00:14:01.950

Dan Collison: And let me know and I'll put you in the remote we're likely to do monthly meetings and we intend to really keep our sleeves rolled up and do what we can to develop a broader plan. More on that to come

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00:14:03.150 --> 00:14:14.280

Dan Collison: All right, one of the board members of these time business partnership is Beth Elliot, and she has been leading the apples for several years. So I'm going to stop sharing my screen now.

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00:14:14.910 --> 00:14:26.580

Dan Collison: And invite bath to provide an update. There's been a lot of changes and green many Apple lists and in their programming and yet they are such an important nonprofit Conservancy in the downtown

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00:14:27.000 --> 00:14:34.410

Dan Collison: That brings this incredible green matter to bear. So we as humans can thrive. So Beth. I'm going to pass it to you.

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00:14:34.980 --> 00:14:44.490

Dan Collison: And you can drive the screen. I've got your materials. If we need to do backup. But thank you for being a board member. Thank you for dealing with your own curveballs that you had and

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00:14:45.210 --> 00:14:51.960

Dan Collison: helping us to understand how green Minneapolis is going to do what the work is going to do now and into the future. So I'll hand it to you.

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00:14:52.590 --> 00:15:00.300

Beth Shogren: Great, thanks. First of all, best chagrin. That's Elliot is another wonderful person who is going to be coming and presenting later.

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00:15:01.350 --> 00:15:02.490

Beth Shogren: I learned that

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00:15:02.580 --> 00:15:03.270

Beth Shogren: Is July.

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00:15:04.170 --> 00:15:05.910

Beth Shogren: Elliot, but I'm Beth chagrin.

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00:15:07.830 --> 00:15:16.140

Beth Shogren: Anyway, um, yeah. So I'm just going to talk for a very few minutes and let me go ahead and share my screen so you can

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00:15:20.160 --> 00:15:22.320

Beth Shogren: See my little presentation.

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00:15:23.520 --> 00:15:34.380

Beth Shogren: So I, I really feel like I'm preaching to the choir. If there's anyone in this group who does not know who green Minneapolis is you. I'd be happy to talk with you.

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00:15:35.730 --> 00:15:51.420

Beth Shogren: At length about spot what we are is a multi project Conservancy, and we are looking to advance green space and the tree canopy in in downtown and

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00:15:52.560 --> 00:15:56.010

Beth Shogren: Let's see, can you guys all see that give me a nod dance. Great.

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00:15:57.570 --> 00:16:08.970

Beth Shogren: And so our vision is really to transform downtown from the image you see there on the left into a vital vibrant green healthy city.

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00:16:09.450 --> 00:16:27.870

Beth Shogren: Like you see in that image there on the right. And we do that we are the link between our government and downtown community. We're a catalyst and we're a voice. We're really trying to engage private sector entities in creating the community that they want.

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00:16:28.980 --> 00:16:35.550

Beth Shogren: With a lush tree canopy and with active and programmed green spaces.

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00:16:36.960 --> 00:16:49.860

Beth Shogren: So this is our focus area. So it includes all of East Town, obviously, as well as the full downtown Council 2025 plan footprint.

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00:16:51.000 --> 00:16:55.680

Beth Shogren: And here, this is just some quick fun facts about

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00:16:56.730 --> 00:17:01.800

Beth Shogren: What we achieve and I wrote 2020 year to glance. That's totally wrong. This is

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00:17:02.940 --> 00:17:05.610

Beth Shogren: So, my apologies. I was hurrying

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00:17:07.290 --> 00:17:19.920

Beth Shogren: But we we really have done great work in the four short years since I joined and it's only been five since green Minneapolis was founded.

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00:17:20.430 --> 00:17:32.550

Beth Shogren: And one of our, our very first project was the Commons we completed the private sector fundraising campaign. And then we operated that park.

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00:17:33.330 --> 00:17:45.960

Beth Shogren: For four years since it opened, and so the update here for this group is that this spring operations of the commons have transitioned successfully to the Minneapolis Park and Recreation Board.

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00:17:46.830 --> 00:17:57.720

Beth Shogren: That happened as a result of the lawsuit which perhaps you read about in the newspapers over the last two and a half years. Um, we have really

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00:17:59.490 --> 00:18:05.130

Beth Shogren: I've been really impressed with the Park Board and the way that they have the way their staff have

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00:18:06.480 --> 00:18:23.250

Beth Shogren: Incorporated. This park into their operations there. They are the first to acknowledge managing a park like this is a heavy lift for them. It is not their usual order of business. They have dedicated staff.

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00:18:24.360 --> 00:18:40.410

Beth Shogren: There they are working hard to maintain it in the same standard that green Minneapolis has but there are differences, most notably overnight security and there's been a lot of Resident chatter about

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00:18:41.490 --> 00:19:02.130

Beth Shogren: The homeless population and there was a small encampment there for a week or so. And I guess what I would say to update this group is that a communications channels with The Park Board remain open. You can contact me to get the name of the

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00:19:03.210 --> 00:19:05.880

Beth Shogren: The direct site supervisor, but

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00:19:07.470 --> 00:19:10.320

Beth Shogren: They are so aware of what is

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00:19:11.370 --> 00:19:16.110

Beth Shogren: About of chatter in the neighborhood and concerns of neighborhood residents.

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00:19:18.360 --> 00:19:39.690

Beth Shogren: The, there is a broad Safety Coalition of all of our safety agencies, the park police metro transit police and PD the D ID livability team and they are working hard to help serve those experiencing homelessness and

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00:19:41.280 --> 00:19:55.320

Beth Shogren: livability issues of all kinds. Throughout downtown. And that was very evident at the Commons. And we've also been the beneficiary beneficiary of that down at PV Plaza.

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00:19:56.400 --> 00:19:59.190

Beth Shogren: And speaking of PV Plaza.

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00:20:01.560 --> 00:20:07.890

Beth Shogren: PV opened last year and it is glorious. I'm just going to assume that all of you have been there.

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00:20:09.060 --> 00:20:22.140

Beth Shogren: Last year, and maybe even this year, it is still a lovely space, although the fountains are not yet on they aren't on yet because not entirely just due to Kobe. There is some

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00:20:23.040 --> 00:20:33.780

Beth Shogren: uncertainty about whether or not having the fountains on is a good thing or a bad thing. Is it a draw. Is it going to make people gather there and therefore

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00:20:34.530 --> 00:20:47.310

Beth Shogren: Discouraged social distancing. So we are kind of wrestling with that as well as the issues of having enough eyeballs downtown to make it a dynamic space and not a spooky space.

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00:20:49.620 --> 00:21:05.700

Beth Shogren: And there are also some repairs to the basin that need to be made and those will be made mid June. And so at this point, we know the fountains will not be on until mid June and I imagine that right around that time we will turn them on and PV

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00:21:06.750 --> 00:21:07.500

Beth Shogren: Will be

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00:21:08.850 --> 00:21:16.110

Beth Shogren: in full operation. Here's just another gorgeous image I had to put in, because it just reminds me of

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00:21:17.160 --> 00:21:20.190

Beth Shogren: How beautiful. The site is when it is full.

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00:21:22.770 --> 00:21:30.570

Beth Shogren: So in the meantime green Minneapolis is focusing its work on our general advocacy and our

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00:21:30.870 --> 00:21:44.310

Beth Shogren: Remaining two projects, one of which is the Hennepin Lindo crossroads. These are the mediums by the basilica, and the walker that in partnership with the neighborhood organizations CPC and Lowry hill.

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00:21:45.030 --> 00:21:59.850

Beth Shogren: As well as all of the religious and cultural institutions we maintain those gorgeous medians there. And then we're really leaning in to our work with the downtown forest.

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00:22:01.530 --> 00:22:14.130

Beth Shogren: This is our partnership with the D id the DMCA that WMO The Park Board. I mean, look at all those acronyms there to grow our downtown forest, and that has

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00:22:14.610 --> 00:22:23.340

Beth Shogren: Certainly a component of planting trees in the downtown in that downtown footprint and there are more than 200 trees being planted this year.

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00:22:23.910 --> 00:22:35.850

Beth Shogren: But the way to grow the downtown for us is not necessarily by just planting a lot more trees. It's supporting the ones we already have in the ground with watering.

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00:22:36.270 --> 00:22:46.230

Beth Shogren: We know and look at Brenda nodding, because she took care of those trees in front of spoon river by herself with a bucket. I saw it once.

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00:22:47.610 --> 00:23:00.210

Beth Shogren: But they need watering and with watering, they will grow and that is far and away the best opportunity for us to increase the health of not only of those trees, but of neighborhoods.

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00:23:01.080 --> 00:23:07.470

Beth Shogren: Through the all of the particulate matter and greenhouse gases that they capture

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00:23:08.070 --> 00:23:22.560

Beth Shogren: We are really looking to increase our user engagement. This year we've got an exciting developing Citizen Science program where people can adopt a tree and get a kit and do some soil testing and

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00:23:22.980 --> 00:23:29.220

Beth Shogren: You know, kind of be the steward of that tree. So if anyone's interested in that, please let me know.

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00:23:30.090 --> 00:23:43.380

Beth Shogren: We are looking for volunteers for our tree census in September. This is a fun event that I think we'll probably do on one or two Saturdays. People will come pick up their route and then do

149

00:23:44.070 --> 00:24:07.170

Beth Shogren: A survey of a few blocks and downtown. And then we're also developing a series of virtual activities to get engaged with your downtown for us learn about tree identification arborist walk and talks family tree identification. Bingo scavenger hunts, etc. And so all of those

150

00:24:08.730 --> 00:24:16.320

Beth Shogren: links and resources will be on not only on the green Minneapolis website but also on the downtown Improvement District website.

151

00:24:17.640 --> 00:24:25.770

Beth Shogren: So with that, I guess I would open it. I'll stop sharing I'll open to questions if anyone has any.

152

00:24:29.310 --> 00:24:33.180

Dan Collison: Questions. Thank you Beth show grin.

153

00:24:35.640 --> 00:24:36.480

Beth Shogren: No shame.

154

00:24:37.230 --> 00:24:38.400

Beth Shogren: No shame at all.

155

00:24:38.430 --> 00:24:44.460

Dan Collison: I will comment that the Elliot, I was an incredible downtown planner for like 13 years before.

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00:24:44.460 --> 00:24:45.930

Dan Collison: I moved to Stan tech and I had

157

00:24:46.110 --> 00:24:49.380

Dan Collison: So many meetings. So it's just about the bath. There are so many

158

00:24:50.580 --> 00:24:53.910

Beth Shogren: Lily and baths are universally fantastic

159

00:24:53.940 --> 00:24:54.930

Beth Shogren: Absolutely. I've

160

00:24:56.400 --> 00:25:05.250

Beth Shogren: Anyway, let me so without any questions. I really want to hear what Brenda has to say. So you guys know how to reach me I'm here and

161

00:25:06.960 --> 00:25:07.650

Beth Shogren: Keep in touch.

162

00:25:08.430 --> 00:25:19.740

Dan Collison: Fabulous. Thank you, about then feel free to question perks, sometimes even during Brenda's conversation dropping into the chat. And of course, Beth shogun can respond to that and we can connect

163

00:25:20.790 --> 00:25:24.480

Dan Collison: Well, I am so pleased and I'm going to now take the screen back

164

00:25:25.500 --> 00:25:40.440

Dan Collison: To be a facilitator of Brenda's presentation, while she does the presentation. We're going to sort of work in collaboration and may take just a second to get going here.

165

00:25:42.270 --> 00:25:43.020

Dan Collison: Hang on a second.

166

00:25:46.680 --> 00:26:05.520

Dan Collison: All right. Can you all see that screen. Fabulous. You see Brenda's beautiful key photo and her team and the Guthrie and just so everyone understands. I'm not going to read all of her fabulous bio, but I want to provide a little background before Brenda digs into the presentation today.

167

00:26:06.720 --> 00:26:13.620

Dan Collison: Brenda Langton and I love this language is a pioneer of fresh local and sustainable food.

168

00:26:14.310 --> 00:26:23.700

Dan Collison: Since the early 1970s. She's worked directly with local producers and growers as a member of the early vegetarian cooperative restaurant commonplace and St. Paul, Minnesota.

169

00:26:24.300 --> 00:26:38.400

Dan Collison: Opened the natural foods Cafe, cafe hard done Mina in 1978 as a 21 year old amazing move to Minneapolis build cafe Brenda in 1986

170

00:26:38.820 --> 00:26:44.490

Dan Collison: Closed in 2009 after 24 successful years. And that was an amazing run

171

00:26:45.060 --> 00:26:52.650

Dan Collison: Open spoon river restaurant in the Middle District in 2006 phone to the Mill City farmers market in 2006 on the plaza next to the Guthrie

172

00:26:53.130 --> 00:27:04.770

Dan Collison: And after 14 years sold spoon river to a collaboration between the Minnesota farmers union and the birch wood cafe in 2019 so Brenda. It's wonderful to call you a friend I be

173

00:27:04.860 --> 00:27:20.910

Dan Collison: In your restaurants, since that all 21 years that I've been in Minnesota and to have you as a leader and a visionary and a developer of the farmers markets amazing take us into your world and into how we're going to do this season and do it successfully.

174

00:27:21.570 --> 00:27:27.330

brenda: Thank you, Dan. And thanks everybody for being here. It's nice to see all the familiar faces and

175

00:27:28.710 --> 00:27:44.880

brenda: Feel the support. Um, yeah. So this is last year, but we're moving along, and the Mill City farmers market really is important to lift the spirits of people. Now, when they go to the grocery store, because we are a grocery store.

176

00:27:46.470 --> 00:27:47.220

brenda: Next, Stan.

177

00:27:51.030 --> 00:27:57.660

brenda: You know we oversee the beautiful stone arch bridge and we get about normally we get about four to 5000 customers.

178

00:27:58.710 --> 00:28:04.290

brenda: Per day and we have about 60 vendors per day. This year is very different.

179

00:28:06.000 --> 00:28:06.870

brenda: And

180

00:28:09.480 --> 00:28:22.470

brenda: We really are making it a very safe place to shop we want people to feel very that they can trust in us. And so we've been working very hard at this next

181

00:28:26.160 --> 00:28:42.180

brenda: Okay, so our mission is to nurture and inspire to build a healthy community with local, sustainable and organic food economy and and that's what we do each and every Saturday.

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00:28:43.470 --> 00:28:44.070

brenda: Next,

183

00:28:47.040 --> 00:29:00.090

brenda: So we started changing things up right away. We were really very pleased that the Governor and the Commissioner of a big

184

00:29:01.200 --> 00:29:08.610

brenda: Peterson Dean does any central business. And so we developed a pre order.

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00:29:10.200 --> 00:29:14.400

brenda: Pre pay and pick up market next

186

00:29:17.550 --> 00:29:19.500

brenda: Um, let's see.

187

00:29:21.210 --> 00:29:36.300

brenda: We actually got lucky because we had three winter markets still left to practice with. So we started small. We moved out onto the plaza. It was freezing and started with just 11 vendors and worked up to 27

188

00:29:37.740 --> 00:29:56.790

brenda: The benefits of online ordering is that it shortens transaction time and it really makes a difference to you know move people along the contact less payment and vendors can really handle things much more efficiently. This way next

189

00:30:00.420 --> 00:30:12.600

brenda: As you see here we have this is one of the pages of our website and each one is a link to the farm that you can pre order from we are asking that.

190

00:30:13.710 --> 00:30:26.160

brenda: You order like a box of vegetables at a time, sort of like a CSA but it's a weekly CSA and that seems to be one of the best ways to do this.

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00:30:26.970 --> 00:30:47.640

brenda: We really have had to jump in and help the farmers build websites and just facilitate this because they don't know. You know, we weren't planning on this. This was a huge change and a, big a, big pivot, as they say, go ahead Dan

192

00:30:49.350 --> 00:30:49.980

brenda: Next,

193

00:30:51.390 --> 00:30:59.970

brenda: So, um, it takes a lot more space for the storage of all these pre orders and such. So that's very difficult

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00:31:01.110 --> 00:31:01.560

brenda: But

195

00:31:02.700 --> 00:31:04.710

brenda: We are working through it.

196

00:31:06.510 --> 00:31:13.590

brenda: There's a lot of additional packaging customers are ordering and then they come to pick it up.

197

00:31:14.460 --> 00:31:27.390

brenda: And it's just a little tricky, but your name is on the bag you come and you get it, and it's a very quick transfer, for the most part of their maybe align and you have, we have everything six feet apart.

198

00:31:27.840 --> 00:31:42.480

brenda: But we've really made just great visuals and all the different signs that are very helpful to make those shopping experience very clear next

199

00:31:44.460 --> 00:31:44.880

brenda: We have

200

00:31:46.380 --> 00:32:05.010

brenda: This kind of sign. Isn't that warm and fuzzy. We're trying to keep it warm and fuzzy. We can smile with their eyes and, you know, even though we're all wearing masks. We are there the vendors are there they're, you know, they're, you know, we're trying to make this as seamless as possible.

201

00:32:06.270 --> 00:32:12.540

brenda: And to still build relationships with all of our community. Go ahead Dan

202

00:32:14.850 --> 00:32:15.450

brenda: Next,

203

00:32:18.840 --> 00:32:29.700

brenda: This was still early on, it was still CHILLY BUT THEY'RE THE BAGS ARE with your names on them. We had 800 customers. The first day that came and picked up orders.

204

00:32:31.440 --> 00:32:34.350

brenda: And that was the first week of May.

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00:32:36.510 --> 00:32:38.430

brenda: Go ahead. Next.

206

00:32:41.430 --> 00:32:43.200

brenda: Um, let's see.

207

00:32:45.210 --> 00:33:00.000

brenda: Right away I just want to mention that our director Martha Archer jumped on board with national many national webinars and markets organizations and really helped to shape.

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00:33:00.960 --> 00:33:14.580

brenda: How these best practices work and sampled many, you know, we tried many things. There's a lot of and we did this with all the state organizations to for the farmers markets here.

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00:33:16.350 --> 00:33:37.050

brenda: A lot of us small markets don't have the staff to really work this through. So we were really proud that we could be a part of that and be leaders and and try to help as many people as possible get through this and make it a good safe trusted experience next

210

00:33:40.740 --> 00:33:48.720

brenda: This is just want to run you through some of the programs because so many people don't even know what all the programs are. We do have a new website up

211

00:33:51.570 --> 00:34:02.880

brenda: And on the website. The most important thing I can say for all of you to be our ambassadors and to share with others, is to go to the website and if you're not signed up for the

212

00:34:03.540 --> 00:34:26.790

brenda: Newsletter please sign up, because that is a weekly newsletter that gives you the updates and what all the farmers have all the information that is new. Each week, so please sign up for that. It's wonderful. Even though our website is there, it's not as up to date as the newsletter, so

213

00:34:28.710 --> 00:34:49.440

brenda: We think that's a really great way to go. This particular. This is our logo and Duffy brands, our neighbors Duffy Joe Duffy and family. They just redid we just redid had a refresh on our branding and this program is

214

00:34:51.330 --> 00:34:55.410

brenda: Little chopping up of vegetables is called meet your vegetables next

215

00:34:58.110 --> 00:35:01.410

brenda: And last, so what this program does is

216

00:35:02.580 --> 00:35:15.210

brenda: We have several interns from their undergraduate nutrition interns and they come to the market like nine times because eliana helps to sponsor this and promote this

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00:35:15.900 --> 00:35:34.050

brenda: We cook very simple healthy samples and recipes and we've served like phallus 5000 samples last year, and more. This is a really good program to get people engaged in really simple recipes and we will be doing this online this year.

218

00:35:35.670 --> 00:35:46.950

brenda: But it's, it helps to also promote the sales of the vegetables that they are demonstrating that day and everybody gets a nice little sample next

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00:35:48.930 --> 00:36:02.700

brenda: Greens for good is a wonderful program that is funded with our charitable arm and that is Delta Dental works with us on this next

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00:36:05.010 --> 00:36:19.050

brenda: So we last year, for instance, we gathered and donated 7000 pounds of vegetables and brought them over to our neighbors and the Riverside towers and distributed them in a really nice lively

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00:36:20.070 --> 00:36:29.610

brenda: Community way with lots of questions, trying to figure out some of these vegetables are very new to our neighbors, some of them aren't.

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00:36:30.240 --> 00:36:41.760

brenda: So just talking about best ways to prepare them perhaps and familiarize them with them and Delta Dental really believes that

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00:36:42.540 --> 00:36:58.200

brenda: Just all Minnesotans should have access to healthy to health and we really are. They are committed to improving health and access to everyone. So we also bring it over to

224

00:36:59.130 --> 00:37:05.760

brenda: Can we go back. Yeah. We also bring it over to the Augsburg campus kitchen for first generation students

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00:37:06.030 --> 00:37:16.500

brenda: And we pay a delta allows us this sponsorship allows us to pay the farmers that dollar per pound for the their excess produce that doesn't maybe have a home and

226

00:37:17.130 --> 00:37:23.130

brenda: Take it over there, which is really great, so that we don't have to do it on the backs of farmers were able to pay them \$1 a pound.

227

00:37:24.840 --> 00:37:25.380

brenda: Next,

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00:37:27.900 --> 00:37:33.720

brenda: The DNA is one of our that makes this possible for us, they sponsor the music.

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00:37:34.860 --> 00:37:47.520

brenda: And they have for over 12 years and wait. Did I get that right, no since 2012. We have a great relationship with them, you know, the mill district is

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00:37:48.570 --> 00:37:53.790

brenda: Very, very happy to work with them on situations like they did a really great

231

00:37:54.690 --> 00:38:08.580

brenda: Survey at the market about what the neighbors might need and want and to hear them. They also partnered with us to give out free water bottles that were really wonderful to our

232

00:38:09.000 --> 00:38:24.690

brenda: Shoppers so the music is is a nice piece of the market. We pay the musicians. It's not a lot, but it is, you know, it's great to get \$150 they're professionals. These that's their livelihood. So

233

00:38:25.200 --> 00:38:33.570

brenda: We're really happy to be able to pay them with these funds, instead of just hat out there to give donations

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00:38:34.950 --> 00:38:35.610

brenda: Next,

235

00:38:37.020 --> 00:38:39.540

brenda: These are market box and

236

00:38:41.250 --> 00:38:58.440

brenda: They are the little are Martha our director calls on the funny money we we make these and we make \$5 ones that you can exchange your credit cards for, but these are tokens for go ahead Dan to the next for

237

00:38:59.460 --> 00:39:12.420

brenda: Folks that are getting abt food stamps and there is this program, we have is they have a tent. They spend \$10 and we give them 10

238

00:39:13.980 --> 00:39:27.780

brenda: So we are actually looking for another partner to help us add another tend to that in this critical time to help to address the food security issues that we are facing now more than ever with call bed so

239

00:39:29.670 --> 00:39:40.860

brenda: This is just as a great program, though, to, to help to get people because we do know those studies have been made that when people eat at farmer's markets.

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00:39:41.220 --> 00:39:53.250

brenda: Because they're buying more vegetables and fruits and foods they are healthier those facts are there. And so if we eat more healthy food, food and it builds our immune system.

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00:39:53.670 --> 00:40:08.310

brenda: You know, we all need to right now be taken care of our immune systems and self care is critical. So to be able to help people that are really in need of extra money to shop this piece, the market boxes really important to us.

242

00:40:09.540 --> 00:40:10.080

brenda: Next,

243

00:40:11.820 --> 00:40:18.480

brenda: We have a program for children, where we empower the children to taste a little vegetable and

244

00:40:19.110 --> 00:40:34.620

brenda: That program, then, is they get a \$2 token and they get to go shopping. They love the ugly vegetables they are in, you know, they're more likely to this program has proven that they're more likely to eat their vegetables. If they buy them.

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00:40:35.760 --> 00:40:42.690

brenda: They are more interested in them. So we're really we love this program for the children. Next.

246

00:40:44.250 --> 00:40:52.410

brenda: Next, and we engage children by to the market we engage them in cooking classes in other ways also next

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00:40:54.750 --> 00:40:57.390

brenda: This is our next stage grant program, one of our

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00:40:58.650 --> 00:41:16.950

brenda: Really important pieces is that we give grants out to our farmers. This year we will be reached almost 200,000 and we'll go beyond that, by the end of this year in many grants and they vary from I don't know 500 to 7000

249

00:41:19.110 --> 00:41:42.390

brenda: Next, I'll show you a few of them. This is a Japanese paper pod planter, one of our farmers who was hit by one of her bowls and got a permanent injury couldn't even farm anymore come the next season bending over like that. And so we bought her this it's approximately a 1500 dollar

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00:41:43.530 --> 00:41:52.230

brenda: Japanese planter, and it made the difference of in the world. You could stand on a table and fill the little paper pots with seeds and grow them.

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00:41:52.530 --> 00:42:05.100

brenda: And then this distributes them. I think we should try to buy every possible farmer one of these because farmers bodies get so wrapped you know wrecked from farming. So that was a grant next

252

00:42:07.770 --> 00:42:23.220

brenda: Big river farms on the St. Croix they have over 40 beginning farmers primarily immigrants and we gave them farm a grant on the next page. I'll show you next

253

00:42:25.380 --> 00:42:36.840

brenda: It was buying a tractor and like we do part of the grant requirement is that you teach what you learn to all other farmers is this. These are not farmers.

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00:42:37.860 --> 00:42:44.700

brenda: That are only from the market. I'll I will say these are for this is open for other farmers to apply.

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00:42:45.840 --> 00:42:56.940

brenda: But he then shares this and teaches they share the tractor and they teach the other farmers in the big river farms all about best practices with this cultivation.

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00:42:58.380 --> 00:42:59.010

brenda: Next,

257

00:43:00.420 --> 00:43:12.510

brenda: It was really hard for me to see all the flowers at the farmers markets, not our farmers markets, but all of the farmers markets often dying, and I would buy them a lot and the Mung farmers would often

258

00:43:13.260 --> 00:43:26.340

brenda: Have flowers that were picked to full the lilies were already open. And when we saw how they were doing it out in the heat in the day and working till way into the night.

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00:43:26.850 --> 00:43:41.220

brenda: And to try to get them picked and harvested. It wasn't the proper way to pick flowers. So our T Rhinebeck stepped up to the plate and at the Minneapolis Foundation, they funded us to go ahead Dan to the next one, build them some cold.

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00:43:42.360 --> 00:43:54.630

brenda: storage units, which is a really cool thing. And now the couple of the families and a couple more this year can pick their flowers in advance and

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00:43:56.070 --> 00:44:08.670

brenda: Put them in the cooler pick them before they're ready. And this has led to much higher profits for them because they last longer all their vegetables. Now, can fit in some of these coolers to

262

00:44:09.000 --> 00:44:20.010

brenda: And it's just it's a new innovation. They're called cool box and they're much cheaper or they cost about \$5,000 and that's building them from used walking coolers next

263

00:44:22.230 --> 00:44:36.870

brenda: We also do weekly cooking demos. We love them. Our cooks are going online and doing videos this summer. However, we are going to we have lots of really great recipes up there.

264

00:44:38.100 --> 00:44:45.900

brenda: LUCIA Watson is coming to do three videos on sustainable agriculture, so we're excited about that as well.

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00:44:47.070 --> 00:45:05.370

brenda: And we you know i i highly recommend you check out the recipes and we're very happy to work with Lake wins co op because they are amazing in their work that they do, which is to sponsor your local farmers next

266

00:45:08.490 --> 00:45:14.970

brenda: I'll we move the market indoors in the winter. I just don't want you to forget about that. I know we're all focused on Spring right now, but come in the

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00:45:15.810 --> 00:45:26.790

brenda: In the November through April we have 1200 to 1500 customers and it's really still very lively, it still helps us to it really helps us to fulfill

268

00:45:27.420 --> 00:45:39.630

brenda: The sustainability piece for the farmers for their value added prop products that they can pick up make into pickles and root cellar and roll early in the spring.

269

00:45:40.710 --> 00:45:53.850

brenda: Lots of lots of extra things that are up earlier than even are available now because now at the market. We have asparagus and all the BB lettuces spinach green onions.

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00:45:54.240 --> 00:46:07.320

brenda: We have rhubarb all my gosh, so many things already the seeds have been planted next and with the seeds being planted the farmers can't stop growing. So

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00:46:09.360 --> 00:46:11.220

brenda: We, we are really

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00:46:12.510 --> 00:46:20.130

brenda: dedicated to making sure that we get the customers and again this year and to support them next

273

00:46:21.810 --> 00:46:22.680

brenda: Go ahead Dan

274

00:46:25.380 --> 00:46:39.720

brenda: I'll just reiterate these vegetables are super fresh. The produce the meats, we have incredible meats right now. The cheese's everything is so fresh. So maybe just, you know, do a bigger shopping spree and and and

275

00:46:40.980 --> 00:46:54.750

brenda: And plan. I just want to give a shout out to Cindy Freud, who has been a sponsor from the very get go. She sees the value. She in in what we do for the community banking it vibrant, making it healthy

276

00:46:55.560 --> 00:47:11.670

brenda: George Sherman one of your sponsors as well has been just a tremendous asset. He has really in and believe so much in what we do and and building the community. So that's who we are. Any and

277

00:47:12.960 --> 00:47:25.440

brenda: You know if any of you are interested in any of these programs or want to learn more about them. I'd be happy. Just call me email me, whatever. It's Brenda my at Mill City farmers market. I'm

278

00:47:25.980 --> 00:47:35.100

brenda: Happy to share anything with you or if you know somebody else that would be interested in what we do, let it, let me know. Please.

279

00:47:36.990 --> 00:47:40.620

Dan Collison: Read the that is unbelievable. I

280

00:47:41.970 --> 00:47:47.430

Dan Collison: Thought I read somewhere when you transition spoon river like you're kind of retiring.

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00:47:49.290 --> 00:47:54.570

Dan Collison: I feel like you are building a whole constellation of goodness

282

00:47:55.890 --> 00:47:58.170

Dan Collison: Around this market just amazing.

283

00:47:58.620 --> 00:48:00.450

brenda: Thank you. Thank

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00:48:00.780 --> 00:48:06.930

Dan Collison: You well maybe you have a couple of questions I wanted to just ask you a little bit about

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00:48:08.040 --> 00:48:13.950

Dan Collison: This, I mean, I still continue to just, it takes my breath away. And how many ways you see

286

00:48:14.550 --> 00:48:28.170

Dan Collison: All pieces of this and you keep inviting everyone of all populations and cultures to engage in this amazing market. And it's really like a whole ecosystem but very during the presentation, you said that you even because it coven

287

00:48:29.400 --> 00:48:43.710

Dan Collison: stepped in to help some of your farmers be able to be digital and be more engaged, I'm assuming, so you can facilitate a lot of the transactions and really you know best practices for all companies today are being omni channel.

288

00:48:44.730 --> 00:48:52.380

Dan Collison: Will just share a little bit more about that. I mean that's incredibly hard work and who's done it. And do you have enough support for it and

289

00:48:52.620 --> 00:49:00.810

brenda: Well, we are actually looking for more support for that piece and Martha Archer our director really took charge of that.

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00:49:01.260 --> 00:49:08.580

brenda: And we're working on trying to get some monies to help more farmers build better websites because some of them are not create yet.

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00:49:09.510 --> 00:49:30.000

brenda: So we are looking for help with that. It's a huge challenge and even their internet in the countryside is, you know, not great. So, but, Martha has been just phenomenal. And we do have support one support person at the market, but we we need to really expand that.

292

00:49:32.310 --> 00:49:33.720

brenda: For all of Minnesota.

293

00:49:34.860 --> 00:49:35.280  
You bet.

294

00:49:36.360 --> 00:49:45.240

Dan Collison: Another question is, comes to mind for me also is when it comes to outreach obviously downtown east and they'll district.

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00:49:46.680 --> 00:49:54.480

Dan Collison: The near neighborhoods Elliot Park mercy home Cedar Riverside and then you just expand throughout the downtown. I mean, how does

296

00:49:55.050 --> 00:50:10.560

Dan Collison: How does it mean such amazing program here. How do you do outreach to the near neighborhoods is my deeper question, I guess sort of the epicenter is the mill district. What does outreach look like and how can we maybe even help to make sure this message gets spread

297

00:50:11.490 --> 00:50:14.520

brenda: Yeah, that is a little tricky. I mean, we have

298

00:50:15.930 --> 00:50:20.400

brenda: We've worked with health Commons to try to help with outreach.

299

00:50:21.420 --> 00:50:25.410

brenda: To get the news around to the riverside area and others.

300

00:50:26.670 --> 00:50:45.090

brenda: I mean, we go out to like people serving people and and do cooking for the children and movie nights and healthy ranch dressings with vegetables and stuff, but we need to connect that that is one thing we need to be able to do more of the connecting to the other neighborhoods.

301

00:50:47.340 --> 00:50:54.210

Dan Collison: It's an unending process of engagement as neighbors are always turning and changing and transforming

302

00:50:54.840 --> 00:51:06.090

Dan Collison: Well, are there any other questions from everyone else. I mean, I don't want to sort of hog the spotlight. I've been checking chat. There was a question about paying with snap and that was answer that you can pay with snap and he BT

303

00:51:06.510 --> 00:51:07.530  
Dan Collison: So that's true.

304

00:51:07.890 --> 00:51:13.080  
brenda: Yeah, we're really looking for a partner to add another 10 to that.

305

00:51:14.850 --> 00:51:24.120  
Dan Collison: That's a wonderful value into me a wonderful story that also can be shared in terms of accessibility.

306

00:51:24.450 --> 00:51:24.930  
Yes.

307

00:51:27.480 --> 00:51:27.840  
Ann Calvert (City of Minneapolis): Dan

308

00:51:27.870 --> 00:51:28.950  
Cynthia Froid Group: Dan. Hi.

309

00:51:29.640 --> 00:51:30.330  
Dan Collison: Yes, Cynthia.

310

00:51:31.080 --> 00:51:43.440  
Cynthia Froid Group: Can I jump in for a second. Um, so, Brenda. Thank you for everything that you and Martha and your whole staff have created. It's been unbelievable, seeing how this has flourished.

311

00:51:43.740 --> 00:51:45.810  
Cynthia Froid Group: Over the past 15 seasons.

312

00:51:46.170 --> 00:52:04.080  
Cynthia Froid Group: And I remember the very first year that you and I talked about this. We were sitting outside on the patio and you had said, I have this idea for a little farmers market. What do you think about that. And I remember thinking, well, will there be enough vegetables for this whole neighborhood.

313

00:52:07.590 --> 00:52:16.410  
Cynthia Froid Group: And my new that was 15 years ago and we all know how the neighborhoods up teams in 15 years but I just wanted to add a couple of ways that I love.

314

00:52:17.490 --> 00:52:33.180

Cynthia Froid Group: Creating more exposure and awareness around the market to people who may not already know one of the things that that I do is buy up a whole bunch of those little wouldn't market tokens. The, what is Martha call it funny money.

315

00:52:33.480 --> 00:52:35.820

Cynthia Froid Group: Yeah i i buy

316

00:52:37.020 --> 00:52:56.790

Cynthia Froid Group: Hundreds of those and put them in cute little bags and I'll give those as gifts to clients or referral partners or, you know, I'm thinking of for other companies, you could give that a little bag of, you know, five tokens or 10 tokens or whatever for little client gifts or

317

00:52:57.990 --> 00:53:06.990

Cynthia Froid Group: You know reminders for your colleagues or employees as a little bonus or something to encourage them to go down to the market and it's like a gift certificate

318

00:53:07.110 --> 00:53:07.770

Cynthia Froid Group: Essentially

319

00:53:08.100 --> 00:53:13.950

Cynthia Froid Group: It's money they can go and spend and that's a great way to expose people to the market, who may not have ever been there.

320

00:53:15.030 --> 00:53:24.390

Cynthia Froid Group: And then one of my favorite events of the year, of course, is always in September, our harvest dinner, which is our annual fundraiser.

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00:53:24.690 --> 00:53:27.450

Cynthia Froid Group: And that's a great way for corporations.

322

00:53:27.630 --> 00:53:33.870

Cynthia Froid Group: Or residential buildings or neighbors or neighborhoods or whomever to go and buy a table.

323

00:53:35.400 --> 00:53:44.400

Cynthia Froid Group: And support the market. Bring your friends, your family, your colleagues to this event if, for those of you who have never been there. It's always in early September.

324

00:53:44.850 --> 00:53:55.740

Cynthia Froid Group: On a Sunday afternoon. The weather is always beautiful and it's a beautiful farm style dinner with music and an auction and

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00:53:56.100 --> 00:54:08.880

Cynthia Froid Group: It's the community coming together for a wonderful reason and I would highly encourage everyone that's on this call to to do that in the future. Now, whether we do that. The sep tember. I don't know.

326

00:54:09.210 --> 00:54:18.630

brenda: We might do it in our houses, Cindy. And we might, you know, deliver and cook or maybe I'll do a cooking video with you all, and we'll make something together.

327

00:54:20.100 --> 00:54:24.780

Cynthia Froid Group: forces us to be creative, but that's that's great exposure and it's a good way to support the market as well.

328

00:54:25.380 --> 00:54:25.860

brenda: Thank you.

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00:54:26.430 --> 00:54:41.100

Pamela McCrea: Bernie to piggyback on that too. Um, or Cynthia Brendan, and I have been talking and we're seeking DM and as approval to be able to create some kind of bags and gifts to when the produce is given to the

330

00:54:41.160 --> 00:54:43.350

Pamela McCrea: Bt clients or consumers.

331

00:54:43.800 --> 00:54:53.190

Pamela McCrea: That they can have a big with a lot of different sponsors name on it and then we were also even looking at like hand sanitizer to go into the homes or maybe even

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00:54:53.640 --> 00:55:05.910

Pamela McCrea: A vegetable Wash, wash sanitizer. And if that's a program that she's looking for that additional \$10,000 so if there's anybody that knows anybody that literally wants to get their name out there, it could be

333

00:55:06.300 --> 00:55:15.840

Pamela McCrea: Three different people. We can put it on and brand so that we're really a strong collaborative working together, but there's such a need, like, Brenda said, especially with

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00:55:16.740 --> 00:55:27.000

Pamela McCrea: Some of the people that are able, through ETV cards to get fresh vegetables to bring home to their families and keep them healthy, especially during the colder 19

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00:55:27.660 --> 00:55:37.080

Pamela McCrea: We even talked about you. Cynthia, we talked about, wouldn't it be cool, because we could give you one of these bags for every client that you moved in the office. And this is what's involved in your community and have literature in there.

336

00:55:38.520 --> 00:55:39.300

Cynthia Froid Group: It's a great idea.

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00:55:39.810 --> 00:55:48.690

Aimee M. Robertson: I was actually thinking for North Central University students when they come back in the fall. Every student gets a welcome bag and there's some of the tokens in there so that they

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00:55:48.930 --> 00:55:50.580

Aimee M. Robertson: See where they can go and explore

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00:55:50.580 --> 00:55:53.190

Aimee M. Robertson: Downtown and get fresh fruit, not that we don't feed them, but

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00:55:54.840 --> 00:56:02.220

Aimee M. Robertson: They like some of them live in the apartments and and it's great for them to be exposed to the, you know, they'll city farmers market.

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00:56:02.340 --> 00:56:04.530

brenda: That would be great. Yeah.

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00:56:05.970 --> 00:56:16.890

Dan Collison: I'll just comment and working with the neighbor associations are important in this, but like when new condos and apartments, open up being able to pass that information on

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00:56:18.090 --> 00:56:25.230

Dan Collison: The East Town apartments, which is an affordable project built at the first covenant site that I had a hand in with my pastor had on

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00:56:25.740 --> 00:56:37.050

Dan Collison: Is a case in point. We did list provided in like an FAQ sheet like the neighborhood associations and the list of the food but didn't have this kind of engagement. And so I would welcome.

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00:56:37.470 --> 00:56:49.800

Dan Collison: Someone maybe Brenda is someone else to reach back to me 169 units are open and families and individuals are moving in the lead 300 new Elliot Park residents that are six blocks from the market.

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00:56:50.880 --> 00:57:00.510

Dan Collison: would likely be going to Trader Joe's for grocery and would be hugely benefiting from a farmers market and fresh vegetables and connecting farm to table and so

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00:57:00.960 --> 00:57:06.270

Dan Collison: Reach back to me. Like, right now we're literally, we're going to have to do a virtual grand opening for that project.

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00:57:06.810 --> 00:57:18.870

Dan Collison: Second week in June, but residents are moving in and I'd be great to sort of focus on you know CROSS THE ANDERSONS building a new parking in Elliot Park and of course we have the 11 that's rising

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00:57:19.230 --> 00:57:29.010

Dan Collison: In downtown east in the mill district and each time that these open. I think it would be fabulous to ensure that the farmers market has all levels of engagement to invite people in

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00:57:29.790 --> 00:57:31.530

brenda: I'd love that. Thank you, Dan.

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00:57:32.490 --> 00:57:49.200

Dan Collison: Well, it is 1259 once again gratitude to everyone who's attended gratitude to Brenda, who I have considered a standout human being and an incredible entrepreneur bringing good and health and joy into our world and

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00:57:50.010 --> 00:57:54.270

Dan Collison: I just sort of feel like I if I keep following you. I'll be a better human being. And so I

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00:57:54.300 --> 00:57:58.650

Dan Collison: Am Grateful for all that you bring into the world and we're pleased to support

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00:57:58.650 --> 00:58:00.720

Dan Collison: This as the East time business partnership.

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00:58:02.160 --> 00:58:09.270

Dan Collison: I hope that you can for everyone's on this call on the zoom come to our last forum. It'll be a webinar with the National Council next month.

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00:58:09.810 --> 00:58:21.810

Dan Collison: And that we see each other even if we're a few feet apart we see each other and greet one another and especially through the farmers market. Eat Our Way to a healthier world and so

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00:58:22.980 --> 00:58:23.910

Dan Collison: Thank you, Brenda

358

00:58:24.210 --> 00:58:26.370

brenda: Thank you, everybody. Everybody

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00:58:27.480 --> 00:58:29.460

Dan Collison: Have a wonderful weekend a wonderful month

360

00:58:30.900 --> 00:58:32.460

Take care. Bye bye.