

**East Town Business Partnership Board of Directors Meeting
January 4, 2024 from 9 a.m. to 10:30 a.m. at 1410 Elliot Ave S (NCU)**

AGENDA-

1. Events Calendar

- Events committee bringing ideas to Board:
 - MDC 'Program' on Public Safety @ Sherman Associates in March? (has since been scheduled at Padilla, March 5, 8:30-10am)
 - MPRB Panel with EPNI + DMNA(?)- The Commons, Parks Commissioners in June
 - Spring Walking Tour in Mill District (using program created in Fall 2023)
 - Lunch and Learns: HR Tips with MRA/Sara Bojan-Wood, DID improvements with Ben Shardlow, Housing Development/Real Estate, etc. (quarterly)
- Summer Event could be slow roll, block party, or arts/music festival?
 - Slow roll would be majorly residential invitees, possibly could be a partnership with Open Streets (depending on City funding), *2025 Bike Fix-up and Share could be way to employ this event*
 - Block Party would yield more recognition, but may require new infrastructure- builds in tabling and advertisement
 - Arts/music festival or Shakespeare in the Park style event would be stationary, but could build momentum to the above events, would also establish ETBP as community event hosts
- *How do we maximize our impact for community connection and increase membership? How can we create an event that is scale-able over 5-10 years' time AND accessible to everyone?*
- Annual Meeting, May 2nd- looking for host, could be US Bank Stadium, Guthrie Theater, etc.

2. Member Recruitment

- Touchpoints have been set- [in this meeting, we discussed potential members to recruit and follow up with:](#)
 - Delta Dental, Aeon, Milly's Wine Bar, Mosaic Venue, Trautmann Law, Trader Joe's, HQ Apartments, Firefighter's Association, Moxie Hotel, Emery Hotel, MN Quality Care, Gatsby Apartments, Lutunji's Palate, Boludo (by The Commons), Nature Conservancy, Phillips Distillery, Haagen Daaz HQ, The Local, East Village Grill, Target
- Member Recruitment committee will follow up on-
- **Jessy attempting to schedule Happy Hours in advance** to include events calendar in recruitment packets- **please let her know if there are hosting locations to reach out to**
- New member renewal system means members will receive an annual membership letter and invoiced for dues quarterly

- [Recruitment spreadsheet added to Board Portal](#)

3. MDC Contracts

- Currently, ETBP's contracts for Shannon and Jessy are individual contracts that reimburse each salary, Shannon proposes we switch this to a fee-for-service contract as Shannon and Jessy add team members to their office at mdc
- This would allow more employees to work on ETBP under Shannon's leadership and allow for her bandwidth to free up so she could focus on grant-seeking, member recruitment, and other services more holistically
- MDC cushions ETBP now by holding payment for these salaries (if the proposed change takes effect, fees-for-service) until funds have rebounded, Minneapolis Foundation is not a current fiscal resource- Shannon does not believe they would be in the future, but will research
- Board agreed a contract could be written/proposed by mdc and will be voted on after review