



East Town Business Partnership

Board of Directors

Meeting at Padilla,

1101 W River Pkwy, 9-10:30am

East Town Business Partnership Board of Directors Meeting

October 5, 2023, from 9 a.m. to 10:30 a.m. at Padilla

INTRODUCTIONS, SHARING, & ORG UPDATES- N/A

AGENDA-

1. Committee Alignment

- *Can individuals serve on a committee without being a Board member?*
 - Yes, more hands-on deck, many people stated interest to Shannon, no vote required via Bylaws
- Replacing Business Sector + Business Forums committees with Member Recruitment + Event Planning (Beautification/Relationship Building parts of Strategic Plan not included) committees
 - What not to do: Past 'Member Recruitment' committee was given list of members and tasked with contacting them
 - What to do: Sending **new** recruitment materials, Happy Hour invites (*would it be helpful to have a postcard of running dates 6-12mo in advance?*), follow-up with personal communication, connection from different members, Window Clings- *Jessy is working on rudimentary mockup, perhaps Marketing Committee helps*
 - Member Recruitment committee will plan what touch points work best and keep up with scheduling and communicating needs to other Board members
 - Lynchpin for many invitees has been a personal invitation to Annual Meeting
 - *Shannon will send a follow up email on committee descriptions and ask each to choose which they'd like to be part of!*
- *Do we need to/should we grow Happy Hours?*
 - Quantity vs quality, up to now HH has been more conversational at smaller scale but flashier at larger scale



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- Themes (Sectors/employers/neighborhoods like hospitality/restaurants/Elliott Park, etc.) have helped in organization of HH
- Regular scheduling and Board member attendance works best
- *Would offering trial memberships be possible/useful? Will Member Recruitment committee be repetitive?* - Needs to be a lateral lift, Board will help
- Board currently functions with 22 seats available to any member interested, however Board alternation could be examined so turnover includes more organizations
 - Per bylaws, no one 'pays to play', *would it be useful to consider it?*

*Shannon is on workstreams for 2035 Plan, *is there a way for East Town to add vision?* - Shannon is bringing perspective, + advocating with City' Arts & Cultural Affairs for 'Arts Corridor' in East Town*

2. Public Safety Coalition

- First meeting October 17th 2-3:30pm at Finnegans, postponed due to Twins playoffs with Elliott Park and public safety officials
 - Goal is to understand: *What are resources and how can ETBP support efforts?*
- At Ward 6 Meeting in September, a resident mentioned 11th Ave = introduction to City (and East Town) for visitors, impacting perceptions of crime
- Coalition will continue past first meeting with more stakeholders and tactics, ideally connecting to rest of downtown (The Commons, Loring Park, etc.) due to responsibility across neighborhood associations + Rapid Transit lines
- This is increased opportunity for partnership and activation across organizations (not just in the realm of public safety)

3. Treasurer's Report

- Currently we are at a \$8,000 deficit on annual budget, primarily due to outstanding invoices/membership renewals
- Pricing changes as discussed at September Board meeting are live on website, go into effect in 2024 for current members



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4. Other Updates

- **MDC Updates:** Holidazzle starts November (*has since been cancelled*), Holidays on Nicollet starts November (Shannon & Jessy are direct leads), Warehouse District Live continues through October, Annual Fundraiser happened October 4th at Mosaic
- **DMNA Updates:** Security + Safety Summit happened October 3rd- great turn out!, Public Safety Mtg about The Commons happened end of September, collaborating on Walking Tour on October 14th (*has since been cancelled*)- Kirsten + Abby (Sherman Associates) are sharing with residents
- **EPNI Updates:** Fall Cleanup on October 14th as well