



East Town
Business
Partnership
Board of Directors
Meeting at NCU,
1410 Elliot Ave S,
9-10:30am

**East Town Business Partnership Board of Directors Meeting
September 7, 2023, from 9 a.m. to 10:30 a.m. at Elliot Park/NCU**

INTRODUCTIONS, SHARING, & ORG UPDATES - *Jordan Robertson, Head of Operations at NCU, will replace Aimee as a Board Member and representative of NCU*

AGENDA-

1. Strategic Plan (skipping Committee Alignment until next month's meeting)

- Finalized document is an outcome of July planning session, published on Board page of website- *a public version will be posted later*
- Document is organized by priority of 'what we say we do'
 - Each Focus Area breaks down into tasks, timeline, and objectives
- Progress is color-coded and will be updated as we go
 - Green = is scheduled/going forward; Yellow = in works/tentative; Red = on hold/cancelled
- Notes and Ideas section pulls directly from our Idea Bank but doesn't compile every idea
 - For example: partnership with DID for beautification projects in East Town could be done but need funding and tracking of existing projects – *Shannon will speak to Ben Shardlow*
- Value statement at the top of document is pulled from our Planning Session and has proven useful already in communicating org mission

2. 2023 Pricing Proposal (can be found on Board page of website)

- Change to Membership pricing based on research of other orgs
 - Designed to be lower cost than Chamber, MDC, etc. to reflect org scope
 - No membership = basics (HH, newsletter)
- Change based on number of FTE's (small, medium, large) and offers invites to events, inclusion in basic marketing/website in addition to basics
- Sponsorship (Diamond, Platinum) becomes an addition to Membership (offers increased access and marketing)
 - Advisory Council could exist as connection to resources
- Changes for new members would be immediate, changes for existing members would begin next year
- *Possible changes to proposal doc include:*
 - Equity pool made of donations instead of nonprofit discount



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- Small business at \$300, large business or platinum sponsorship at \$1,200
 - Does not solve low funds, but aids in clearing up process of recruitment potentially increasing members/funds
 - Prorated midterm membership? – *Christie will consider if this would be doable*
 - Quarterly payment by credit card? – Allows for businesses to pay as budgets roll out, would require members to pay the convenience fees from PayPal
- 3. Membership Packet**
- Includes guidebook, letter signed by Julia, pricing information (will be updated), *list of Board Members/Members?*
 - *Shannon [does and] will be sending out to new or interested potential members*
- 4. Walking Tour**
- Need to define if the tour will be historical or business in nature, due to the start at Sherman Associates location the tour will be bound to the Mill District
 - Possibly end the tour at Mill City Farmer’s Market, include Be That Neighbor?
 - Partnership with DMNA has been discussed and if happens will require no charge per ticket – *Christie will ask the DMNA Board for interest in involvement*
 - *Shannon and Jessy will partner with Marketing Committee on locations and send out information ASAP*
- 5. Other Events/Information**
- **Ward 6 Public Safety Meeting** took place September 6th to discuss public safety in Elliot Park, results felt incomplete, ETBP and Elliot Park partners will be putting on another meeting to discuss next steps - TBD
 - **36 Hours in East Town** project was moved a step further as of August 30th, but the plan is not complete, we will need to meet again to be mindful of selecting business partners and get project to fruition – *has since been put on hold*
 - **Members Happy Hour, Sept 14th** will be at Open Book, the next HH may not be until the following year
 - Fiscal information is up to date on Board page of website, Treasurer’s Report for June/July is incomplete