



East Town Business Partnership  
Board of Directors  
Meeting at Sherwin Williams,  
11011 S 3<sup>rd</sup> St, 9-10:30am

## NOTES

### AGENDA-

1. Briana Koch from Ryan Companies joining us to discuss her plans for Mill District, bringing awareness to Downtown (currently ~20 community and business leaders)
  - a. Deliverables are communication and mapping and utilizing existing resources (i.e. skyway, parks, etc.) *leaning into Mill District neighborhood and moving away from Downtown East name*
  - b. Tentative goals are seeking partnership with ETBP (non-competitive support), amplifying Mill District as part of East Town
  - c. Collaboration could be opportunity for branding for Elliot Park (broad vision is not going to apply to separate neighborhoods)
  - d. ETBP not being seen or applicable to Coalition = reality check for our purpose, partnerships, and goals
  - e. Shannon sees it as extra bandwidth on development's part will not be sustainable, so ETBP fills gaps and holds overarching mission
  - f. ETBP is a business organization, and the two neighborhoods are affected by business but have secular identities
    - i. Concern around East Town coming to neighborhoods and claiming overlay and enforcing name
    - ii. *What are ways to circle back to our identity as a business-based organization? Do we need to change our pace?*
    - iii. Not advocating Ryan Companies or this project unless membership is secured, Matt + Rich are part of project to keep tabs
2. Annual Report Approval: Motioned Cassie Garner, Seconded Amy Carlson
3. Annual Meeting
  - a. Location will not be at US Bank, Guthrie would require catering, could reach out to The Depot
  - b. Rich will check in to see if Sherman Associates can host meeting, Eato could possibly supply appetizers- status update by next month
4. Walking Tour
  - a. Shannon will reach out for Guthrie "yellow room" – April 27<sup>th</sup>? June evening?
  - b. Eato can be used as a drop-off for swag bags (will be members only)

## 5. Other Event Updates

- a. HH next week @ Macphail, Coffee @ MMVC in April, HH @ The Larking in May, potential HH @ Gold Medal Park with Be That Neighbor/Guthrie in June?
- b. EPNI tree plantings in April and May, Annual spring clean-up in Elliot Park around Earth Day – connect with Wako to join Elliot Park newsletter
- c. March 7<sup>th</sup> evening- Public Safety Forum with Coalition for Elliot Park
- d. Coalition meetings are not public, Board is invited to attend but only shareable with Elliot Park invested parties

## 6. The Bazement – nightclub business on Washington Ave opposed by residents and CM Rainville for liquor license, now being recommended for approval, Shannon had reached out to CM Cashman, so she is aware

- a. Access to alley behind Crooked Pint, ADA entrance in front of Crooked Pint

## 7. Financial Updates

- a. Quarterly billing has levelled some cash flow, investigating website updates which would also assist
- b. 4 members paid this month, 3 members invoiced (including Armory), 10 recruiting members are in various status (green = good to go, yellow = possible/in steps, red = not started yet)
  - i. Creating and amplifying separation of members-only perks
  - ii. Clarifying narrative around benefits of membership and sponsorship
  - iii. **Jessy will add “sharing member events” as a benefit to membership page**
  - iv. Hilton Garden Inn will likely not renew membership (Miriam Gutzmann has left), will need to reconnect

## 8. Strategic Plan

- a. MDC operations on hold, Shannon hoping to hire by end of April for marketing support
- b. Partnership Engagement Fund applied for with EPNI to support Coalition, possibly hiring support for the Coalition

## 9. Other Updates

- a. Liquor license being considered for adult entertainment venue on 3<sup>rd</sup> Ave “Peppermint Hippo” (spin-off of “Spearmint Rhino”)
- b. Adventurama coming back June 8<sup>th</sup> (Event sponsor \$3000, Pit-stop sponsor \$8000) – Elliot Park could possibly be a host
- c. Gamut Gallery has officially transferred ownership as of this week
- d. Wendy Underwood will be leaving the Board + Keith Kozerski will be joining