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Monthly Board Meeting, 6PM, September 14 2021

Monthly Meeting Minutes: Done virtually via Zoom

**Called to order**: 6:00pm

**Presided by**: Allan Campbell, Chair

**Note taker**: Michelle Sass

**In attendance**: Allan Campbell, Richard Logan, Dave Stougaard, Tim Knight, Joey Meiers, Bob Gordon, and Lynette Davis

**Absent:** Martha Yunker, and John Bordwell

**Announcements and Welcome from the Chair**

Approval of July Minutes**-** Motion by Richard, second by Bob, **approved**

**Treasurer's Report**

* Tree trust buckthorn removal approval, money from city received
* Coordinator submitted 3 months of invoices
* Almost $13,000 still available to reallocate from funds dedicated for Neighborhoods Respond to COVID but not spent. Bob suggested hosting a blood drive using a portion of these funds.

**Coordinator’s Report**

* Instagram promotion – reached 1,806 people over 7 days, $24 budget to promote Safety Walk on September 15
* Park proposal postcard reviewed
* Upcoming Forums
  + District 6 Park Board candidates on 9/28
  + Ward 13 Council candidates on 10/4
* Educational Charter Funding request for up to $150 with other SW neighborhoods – Motion by Tim, second by Lynette, **approved**

**Update from Councilmember Linea Palmisano**

* Hot rodding is a misdemeanor cannot impound the car, 300 events took place over the past year in metro (not just Minneapolis)
* Up to 1000 hotrodders at 42nd and Lake St, (Minneapolis Police Department) MPD pulled extra squads, 11 officers were injured in 1 weekend attempting to break up hotrodders- so they need to be careful
* 4-5 patrol cars responded at Coldwell Burnett (Lakeside Center) parking lot; State Patrol will only assist if they are on a state highway
  + This lot is private property/part public, joint parking lot with park board
* 4th of July in Uptown state patrol provided assistance with MPD. Squads showed up in mass and blocked exits so only way for hotrodders was to exit west on Lake St towards highway 100, less people potentially standing around
* Mayor’s office and Katie Blackwell are working to compile data for legislative action to push penalty for hot-rodding to a higher level, as currently it is only a misdemeanor
* Jessica Kawas now works for police dept as an analyst, no longer a crime prevention specialist
* In the past, they have turned on fire hydrants to flood the streets to deter hotrodders, however fire dept will not go in without MPD due to dangers of being hit with poles, bricks, and bottles
* Comment: Has been a problem in Minikahda Country Club parking lot as well
* MPD currently struggling to meet minimal staffing ratios
* Recent incident of 38th and Chicago: hundreds of rounds being shot off, police are sent there before hotrodder prevention
* Public comment: Current police dept needs to up staffing, unacceptable to wait 1 hour for police response, had a Mercedes Benz stolen from Punch Pizza parking lot

**Rebranding**

* Activation of social media
  + $30,000 was approved for rebranding with $25,000 committed to Shinebox for building a brand platform with logo and for a website. This leaves $5,000 that could be devoted to activation.
  + Ideas for activation/images/advice/contact for website, potential to ask for new RFP proposal – make list of what we want- propose to Shinebox or Bill Thorburn, or another agency (those who applied to original RFP), assess if we will be able to meet needs for under 5k
  + Idea for <https://designreplace.com/> -see if they come up with something
* Discussion of banners, street signs
  + - Request for approval to spend up to $12k on banners for 16 light poles along Excelsior Blvd and the south side of Lake Street in our commercial districts
    - Proposal from Image360 for under $12k includes printing of banners, installation and the hardware pieces.
  + Question if we can pay the Park Board for banners, idea to assess who else uses banners and where do they order from
  + Per Allan, city requires a permit to post banners, but then we have to hire an installation company
  + Approval up to $12k for (16 banner placements) – proposed by David, second by Richard, **approved** **6-1.**
    - Potential for additional $5k for activation of website and creation of a strategy for moving forward, potential to use both $12k for banners + $5k for activation with another agency. We have already built up a platform, where do we go from here?
* Selection of a neighborhood tagline
  + Not happy with current proposal of tag lines, worth to look into other agencies for social media push and campaign, and not to settle
  + Resident tagline suggestion “Safety – Our #1 Priority!”
  + Board members asked to forward tagline suggestions both for the neighborhood and the Council to Allan. We will then take a vote on taglines as we did on the logo.

**Review of Equitable engagement policy**

* Joey and Tim completed a draft policy
  + Sent twice to Steve Gallagher at Neighborhood and Community Relations, no confirmation of receipt yet
  + Ideas for a Renter Engagement Program
    - Do gift baskets for new renters, door knocking, etc.
    - June-Sept-promote new renters in a cycle – tends to be busiest for renters moving in, host Spring events

**Publicizing the annual meeting**

* Creating and posting flyers, working with property managers to post flyers
  + i.e., Whole Foods, etc.
* Request flyers at Bigos, condo buildings, At Home Apartments (Katie Hicks)
* Plan for inviting Inspector Katie Blackwell to attend, MPD, safety
* Idea for theme of safety for annual meeting

**Committee Reports**

* Communications, Outreach and Events
  + Happy Hour planning
    - idea to have an event at Bakken – hosted outdoors, could provide liquor
    - Discussion of proposal to host this fall versus waiting until spring. Lynette to speak to Chris Lundeen at the Bakken about feasibility.
* Safety
  + Reminder: Safety walk September 15
    - ADA sidewalk is inaccessible
    - Safety vests will be present
    - Idea to have formal statement and move on so we are not stuck in one area and so we can progress, have a timing of no more than 15 minutes in each area
    - Action on sidewalks to be reviewed on safety walk
    - CM Palmisano will be present, will address recent safety concerns in the neighborhood
  + LRT/Bader construction updates
    - Plan for Cedar Lake Parkway around South shore to be closed for up to 6w, maybe shorter
    - Delayed, was slated to start Monday the 20th but behind schedule 1 week
* Greenspace
  + Next steps: Martha absent and will continue to be for next few months; John Bordwell out of town, Lynette to connect with Louise and John.

**New Business/Public Comments**

* Annual meeting to vote board members
  + Currently have two open seats
* Annual Meeting to be recorded

7:53pm – Adjourn, motion to by David, second by Lynette, **approved**

Submitted by Michelle Sass, coordinator

**Next Council Meeting** •Annual Meeting October 12 • 6:00pm • Method via Zoom