

Minutes/MVBA General Meeting (via Zoom) 09/28/2023

Called to order at 8:35 am

1. **Welcome & Introductions** – 17 members in attendance.
2. **State of the District**
 - a) **Business News/New Openings and Closings** – Boxer Ramen is close to opening. Previous Ice Cream Factory has a liquor permit application in. Butterfly effect, new business is open in the SipDvine space. LaPalma opening soon. Renovation on the Switch Shoes building is happening now. Construction continues on the space under the bridge. Improvements are being mad on Multnomah Blvd. Sarah Bellums is struggling, reached out to community to help support them so they can stay in business.
 - b) **Membership Update** – Solid membership growth. Focus is on reaching out to previous members that have not paid dues and businesses without “brick and mortar.”
 - c) **Call for Volunteers** – We need more engaged participants in the work that committees are involved in. There has been an initial conversation regarding adding historical markers in various places in the Village.
 - d) **Safety and Security** – Sunny S. is offering a mediation workshop for business owners which will focus on conflict management skills. May help in dealing with the issues around harassment and unwanted interactions that are happening. Will be interactive, 90 minutes. Location TBA.
3. **Events and Promotions**
 - a) **Sunday Parkways recap** – Weather was great. Well organized with PBOT volunteers being very helpful during the event. KUTO did not happen. Was successful in bringing many new individuals into the Village. Most businesses reported that sales were no different from a regular Sunday for the most part.
 - b) **Member Meetup recap** – Thanks to Butterfly Effect for hosting. Nice, casual interactions with each other.
 - c) **First Fridays** – Ongoing.
 - d) **Halloween** – Trick or Treat parade and contest from 3:30-5:30pm. Need volunteers for traffic monitoring. There will be a virtual costume and pumpkin caring contest. 1k to 2k pieces of candy is suggested.
 - e) **Golden Tickets** – Will be lining up sponsors and participants in the next week or so. Will run from the day after Thanksgiving until December 31st.
 - f) **December Holiday Gala** – is on the First Friday in December. Need committee members for planning the events and activities for the evening. There will be a tree, Santa, carolers, etc. Would like to incorporate a menorah in the festivities. MAC and the various Guilds will have activities during the Gala event.
4. **Committee Updates Event Planning Meeting**
 - a) **Communications and Marketing** – Meet once a month. Developing a strategy to market the businesses in the Village. Working on the pamphlet for Travel Portland kiosk. Continuing to work on website refresh which is close to completion.
 - b) **Event Planning** – Meeting October 10th at CommUnityPDX, meets every other week.
 - c) **Diversity, Equity, and Inclusion** – meets quarterly and discusses a variety of topics related to DEI.
5. **Projects and Other/New business**
 - The board and committees are focusing on communication via emails through Google Workshop. Will allow emails to be specific to committees so that all the emails do not go to one email address.
 - Bridge to Portland event will be included in the next email that goes out to members

End at 9:19am

Next General Meeting Thursday October 26, 2023 (via Zoom)

Next Board Meeting Thursday, October 12, 2023, (In person)

Minutes submitted by Barb Cantonwine, Secretary - MVBA