

Minutes/MVBA General Meeting via Zoom 02/23/2023

Called to order at 8:31 am

Welcome & Introductions – 20 members in attendance.

1. State of the District check-in with business community

- a) **New Openings/Closings** – Pawsh Pet Café has new owner, SipDVine has moved and space is available, still no one in the old bead store, Nectar space has been leased to a Raman restaurant, Morbs PDX open in the French Quarter, Opal Blooms (new biz), Jaquiline with State Farm opened in Hillsdale.
- b) **Business News** – RE: the snow storm – businesses are required to clear the snow from in front of their business for safety to the community.
- c) **Membership Update** – Invoices have all been distributed.
- d) **MVBA Board Elections and Open Board Seats** – Elections in March, 3 seats on the board are available.
- e) **Safety and Security** – Some graffiti showing up in the Village. Patrick from MNA would like to help remove graffiti brunettp@icloud.com, MNABrunettp@icloud.com RE: Demonstrators – the City has contacted Joan and Tye (Thinker Toys) to let them know they are working on a solution.

2. Events and Promotions

- a) **Member Meet-Up recap** – was a success, thanks go out to Jason at Level beer for hosting. Next Meet-Up will be in May.
- b) **First Friday (March 3)** – Opportunity to market district businesses, many have been successful by staying open late on First Friday. MAC is beginning activities for First Fridays.
- c) **March Events** – Women’s History Month, Daylight Savings change, St. Patrick’s day. Shifting from Winter to Spring activities.
- d) **Saturday Strolls with SW Trails and PBOT** – stroll will be on the new SW Capitol Hwy, marketing as the Gateway into the Village. April 1st for the kickoff. MNA to partner and promote to engage the public in the completion of the Capitol Hwy project. Also, Sunday Parkways will be in SW Portland in September.
- e) **Earth Day April 22nd** – Last year was the first Earth Day event for MVBA and was a success. This year we will mirror a lot of the activities that were successful last year with some new fun ideas. First committee meeting was last week so planning is underway. Next meeting next Tuesday, 10:30am, Feb. 28th at CommUnityPDX. Julia Hernandez has ideas for an art activity and will coordinate with the committee.
- f) **Why Cook Wednesday** – ongoing to promote and support the Village Food and Beverage businesses.

3. Committee Updates

- a) **Event Planning Meeting** – Earth Day discussion continues next Tuesday Feb. 28th. Some Multnomah Days discussion will be included as well – need to decide the status of having a parade and who will run the parade.
- b) **Communication and Marketing** – meeting scheduled for March 7th via Zoom. Committee meets monthly and still looking for volunteers to help promote and market the Village better/differently. Have needs for updating the content on the MVBA website to help promote the Village better.
- c) **Diversity, Equity and Inclusion** – Meets quarterly to discuss bringing a better sense of DEI efforts to Village events and in general an ongoing process to encourage participation in DEI ideas.

4. Projects and Other/New business

– MNA representatives are working on adding murals to two intersections through their Community Activities Committee. They will be meeting Sunday March 12th at Level Beer to discuss the mural painting; graffiti walk and painting of the cement barriers around the storm water containment system at the Post Office. There is community interest in cleaning up the “park” area on Multnomah Blvd just West of the viaduct in front of the barbershop.

End at 9:21am

Next General Meeting Thurs., March 30, 2023 via Zoom. Next Board Meeting Thurs., March 9, 2023, via Zoom.

Minutes submitted by Barb Cantonwine, Secretary - MVBA