

Minutes/MVBA General Meeting 11/23/2022 (date changed to Wednesday due to Thanksgiving)

Called to order at 8:34 am, **Welcome & Introductions** – 22 members in attendance.

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

- a) **Business News - New Openings/Closings** – Nectar space is available, new clothing store in French Quarter – Morbs (sp).
- b) **Membership Update** – Approximately 105 members.
- c) **Demonstrators and unpermitted sound** – No new news. MVBA and community members have pursued all actions with the City and have hit a brick wall at DA level due to backlog of crimes, shootings, etc.
- d) **Safety and Security** – General reminder of winter needs such as snow, ice and leaves removal. Incident at Annie Blooms with a belligerent customer, had to be asked to leave the premises. Suggestion to call non-emergency unless the threat is dangerous to the safety of employees and others. Should we “resurrect” the phone/text tree we had a few years ago?

2. **Events and Promotions**

- a) **Halloween in the Village** – Recap – Was a good day, a little rain but generally good attendance and participation. Lots of submissions for the online costume and pumpkin carving contests – more this year than in past years.
- b) **Golden Tickets** – Starts November 25th (day after Thanksgiving). We have the same number of businesses participating as last year. Print ads, Social Media ads have been sent. It’s the 10th Anniversary of GT.
- c) **Holiday Gala/First Friday Dec 2nd** – We need volunteers for street/traffic issues between the hours of 5-8pm. Last year a 1000 people gathered for tree lighting. Music provided at tree lighting, carolers wandering and Santa throughout the evening event. The MAC artisans show will go until 7pm. Craft opportunity to decorate ornaments (provided by MVBA) and hang on the fence near the tree. Neighborhood house - wine and snacks activity. NW Wools – Knitting for Neighbors. Peachtree Gifts - food and drink.
- d) **Venture Portland Meetup at Lucky Lab** – Thursday Dec. 8th. Good resource for MVBA businesses to attend and meet members of other business districts and get support and ideas from Venture Portland. Information will be provided about VP webinars, grants, etc.
- e) **Why Cook Wednesdays** – Ongoing weekly promotion within the Village for food/beverage businesses. Non-food/beverage businesses are encouraged to partner with another business to coordinate for marketing opportunities.

3. **Committee Updates**

- a) **Communication and Marketing** – ongoing effort to market the Village, meets the first Tuesday of every month. “Think tank” to come up with various ways to market the Village to areas not necessarily in our community. Idea to create an art installation opportunity for local artists within the Village to draw attention to their products, then sell the products produced. Opportunity to market to tourists and other business districts.
- b) **Diversity, Equity and Inclusion** – ongoing community conversations/round table discussions. Working on adding informational links to the MVBA website. Meetings have been postponed until after first of the year.

4. **Projects and Other/New business**

- a) **Village Winter Tree Lights** – Lights are being installed today and will continue for the next few days. Wreaths are being installed as well. Encouragement to have fun displays throughout all the Village businesses.
- b) **2023 Member Dues** – Invoices will go out in January. Golden Ticket invoices will go out Dec. 15th. MVBA is solid financially. 2023 budget is being fine tuned by the MVBA Board.
- c) **Social Media** – Kristen (SM Admin) will attend an upcoming meeting and talk to the group about how to share information about their businesses to be posted on various SM platforms that MVBA uses.

End at 9:23am

Next General Meeting Wed., December 29, 2022 via Zoom. Next Board Meeting Thurs., Dec. 8, 2022, via Zoom.

Minutes submitted by Barb Cantonwine, Secretary - MVBA