

Minutes/MVBA General Meeting (via Zoom) 10/26/2023

Called to order at 8:30 am

1. **Welcome & Introductions** – 16 members in attendance.
2. **State of the District Check-In**
 - a) **Business News/New Openings and Closings** – LaPalma is open in the space previously occupied by Journey's and they have expressed interest in joining the MVBA. Construction on the building next to Soleil Spa coming along. A wine bar is going in to the old Village Ice Cream space (not verified).
 - b) **Membership Update** – Solid membership growth. New members are joining. Dues requests will go out after the first of the year. Working on cleaning up the member lists and encouraging members to pay by verifying the value that membership includes.
 - c) **Call for Volunteers** – We need more engaged participants in the work that committees are involved in. Does not have to be a business owner – can be an employee representing the business.
 - d) **Safety and Security** – Conflict Management workshop held by Sunny Sassaman went well and was well attended.
3. **Events and Promotions**
 - a) **Halloween** – Trick or Treat parade and contest from 3:30-5:30pm. There will be a virtual costume and pumpkin carving contest. 1k to 2k pieces of candy is suggested. Will have volunteers for traffic safety. Final call is out for prizes for the contests.
 - b) **Golden Tickets – Call for Sponsors and Participants** – Gold level sponsorships are sold out, silver is close, just need a couple more. Hillsdale businesses are participating as well. Starts the day after Thanksgiving thru December 31st.
 - c) **December Holiday Gala** - plan to improve and expand the lighting and décor with a bigger tree, more lights. Local, Germaine will be Santa, Joseph Konte will organize the live musicians. MAC is having the art fair, MVBA and MNA will have an Info Booth with ornament decorating in front of Neighborhood House. Tree lighting ceremony is at 6:00pm. Encourage businesses to have activities from 5:00pm to 8:00pm(ish).
 - d) **Winter Street Tree Lights and Holiday Wreaths** – Trying to expand electrical for more trees to be lit. Tree lights will be installed before Thanksgiving.
4. **Committee Updates Event Planning Meeting**
 - a) **Event Planning** – Meet every 2 weeks.
 - b) **Communications and Marketing** – Meet monthly. New website is live. Encouraging feed back on the web page. It has been refreshed and updated with ongoing “tweaks” to continue. It will have a link that connects to Social Media pages. Marketing brochure will be at Travel Portland visitors center for now and eventually at the airport kiosk. Brochure will have a QR code that links users to the MVBA website.
 - c) **Diversity, Equity, and Inclusion** – Meets quarterly with ongoing effort to gather information pertinent to the topic of DEI. Zoom meeting on November 16th.
5. **Projects and Other/New business**
 - Thinker Toys 29th anniversary celebration (30th Christmas) will take place November 3-5th.
 - New trail is November 13th for the Stevens/demonstrators.
 - The white bench was moved from in front of the Bead store property to the traffic triangle (by planters), no one knows who moved it or why.
 - Tanya/Village Cheer is willing to donate decorations for the bead store windows and will connect with Sarah, from Sarah J Handmade to coordinate if necessary.
 - Celebrating the positive partnership between the MVBA and MNA recently. MNA is actively partnering on several MVBA committees.
 - Al Korb represented the MVBA at the MNA transportation meeting with the city. Main topics were traffic, parking, and biking/walking accessibility.

End at 9:25am

Next General Meeting Thurs., November 30, 2023 (via Zoom) Next Board Meeting Thurs., November 9, 2023, (In person)

Minutes submitted by Barb Cantonwine, Secretary - MVBA