

Minutes/MVBA General Meeting 7/28/2022

Called to order at 8:30 am

1. Welcome & Introductions

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

- a) **Business openings and closings** – New, Julia Hernandez/PreK Learning Center/Kinder Prep and Jennifer Owen from Flourish Integrative.
- b) **Membership Update**
- c) **Demonstrators and use of amplified sound** – the MVBA supports the public's rights to demonstrate and agrees to disagree if the subject is controversial. Engaging with the demonstrators is not recommended since it escalates the situation even more. Recommendation to report to the link provided.
- d) **Safety and Security** – RE: the Safe Rest Village, since opening no concerns or obvious problems, 20 living "pods" are in use. FEMA has recognized that the land use regulations are not in compliance and the City is trying to navigate and negotiate staying.

3. Events and Promotions

- a) **First Friday** – with the good weather more businesses are staying open late with activities.
- b) **Multnomah Days** – Permits, barricades, etc. are approved and ready. Music – 5 acts on the main stage, 4 acts on the Community stage and a Pop-up performance by The Beat Goes on band. Activities at the MAC include, the Kid Zone, arts activities, Guild of Oregon Woodworkers/bird houses. Lots of kids/family friendly activities. PPB will be in the front parking lot with ice cream and demos like in past years. Arts and Crafts sale on the front lawn. Fire truck will park at Key Bank due to issues getting in and out of the street with vendors. Call out for more volunteers for the whole day's activities. Michael from MAC will add Multnomah Days info to their lighted sign board in front of the MAC. Vendor spots are full with a good variety.
- c) **Member Meet-Up** will be September 14th from 5:30pm to 7:30pm. Location TBD.
- d) **Why Cook Wednesdays are weekly and ongoing.**

4. Committee Updates

- a) **Diversity, Equity and Inclusion** Discussions are ongoing with meetings the 3rd Thursday of every month.
- b) **Communications and Marketing – next meeting is August 5th at CommUnityPDX.**
- c) **Golden Tickets** – there are 5 people on the committee and have started discussions on how to improve/adapt the process for Golden Ticket. Key concerns are overall cost to businesses, sponsorships, ticket fees, instore discounts, length of the program could change to shorter duration, time consumed discussing with customers during an already hectic time of year. This is the 10th anniversary of Golden Ticket program. Next meeting is August 17th.

5. Projects and Other/New business

- a) **Hanging Baskets and Street Planters** are a nice addition to the Village.
- b) **Village Entry Street Signs** – there are 4 signs, MVBA is getting bids to replace the signs/sign panels since they are all in various states of disrepair.

End at 9:23am

Next General Meeting Thursday August 25, 2022, via Zoom.

Next Board Meeting Thursday, August 11, 2022, via Zoom.