

Minutes/MVBA General Meeting via Zoom 01/26/2023

Called to order at 8:30 am (Nell from CommUnityPDX presiding in Peter-Tolin's absence.)

Welcome & Introductions – 23 members in attendance.

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

- a) **Business News - New Openings/Closings** – Tracy Webb from Village Ice Cream passed away unexpectedly, Sip D'Vine has moved from the Village to Tigard Main Street, a ramen shop is opening in the Nectar space, Please Louise has opened in the Oak and Olive (Hillsdale) space.
- b) **Membership Update** – Dues payments due, invoices have gone out.
- c) **MVBA Board Elections and Open Board Seats** – 3 spaces on the board are open the March elections.
- d) **Safety and Security** – Peachtree Gifts had an incident with a threatening person. Gas theft from the Hillsdale Farmers Market van. Seasons and Regions broken into. Suggestions to call 911 if feeling threatened or in danger. Also talked about reviving the discussion about a “text” chain to warn other businesses of dangerous individuals in the Village. Calling 311 is a possibility too if the incident involves someone with mental health problems. Also talked about a private safety patrol to walk around the Village. Should we reach out to the employees at the SRV? They may have experience with this type of disturbance but are probably busy with the residents of the SRV.

2. Events and Promotions

- a) **Golden Tickets** – Successful for all participants.
- b) **Holiday Gala/First Friday Dec 2nd** – went well, successful. Suggestion was made to implement something to include the large Jewish community in SW Portland.
- c) **First Friday** – Feb 3rd. Encouragement to stay open late, offer refreshments, etc. to bring people to the Village. MAC starting new First Friday activities (ongoing) geared towards children with art activities and snacks. September is the 50th anniversary for the MAC – activities to be announced.
- d) **February** - Black History month and Valentine's Day. February 23-26th is the annual “Yarn Crawl” Northwest Wools is accepting prize donations for the raffle/gift basket.
- e) **Why Cook Wednesday** – Ongoing monthly promotion for the food and beverage businesses.
- f) **MVBA Member Meet-Up** is scheduled for Wednesday, February 8th. Location TBA.

3. Committee Updates

- a) **Event Planning Meeting** – Will begin making plans for Earth Day in April and Multnomah Days in August. Need volunteers, everyone encouraged to attend February 14th at 10:30am at CommUnityPDX. Earth Day is April 22nd and this will be our second year of planning activities for that day, day long celebration. Suggestion to include Farmers Market in the event planning.
- b) **Communication and Marketing** – meeting scheduled for February 7th via Zoom
- c) **Diversity, Equity and Inclusion** – meeting scheduled for February 16th via Zoom

4. Projects and Other/New business

- a) **PBOT with MVBA and MNA** – Corin from MNA presented the idea of a cooperative event to drive business to the Village for the end of the Capitol Hwy project. MNA has received \$3k in funding for activities to signal the end of the construction project. Would like to get more donations, maybe from businesses in the Village. Kick Off event/open house will be March 12th at Level Beer. Would like to try to bring awareness to the community. Fundraising/promotion to utilize the grant money and raise more. Suggestions include a mural on the viaduct – check with the city since that property is city owned and we'll need permission. Ribbon cutting event at the end of June. Final celebration event will be held in September.
- b) **SRV Pets** – there are several residents of the SRV that have pets so a community group is helping to raise money for pet's needs, food, surgeries, etc. Contact Barb at Healthy Pets Northwest for info.
- c) For inquiries or comments regarding general meeting discussions, contact mvbainfo@gmail.com

End at 9:30am

Next General Meeting Thurs., February 23, 2023 via Zoom. Next Board Meeting Thurs., February 9, 2023, via Zoom.

Minutes submitted by Barb Cantonwine, Secretary - MVBA