



82<sup>nd</sup> Avenue Business Association  
Tuesday, April 19, 2022

**Board members Present:** Nancy Chapin, Alisa Fairweather, Jacob Loeb, Monika Hernandez, Ben Fisher, Michael Sonnleitner

**Guest Attendees:** Gabby Albano (Venture Portland)

**Excused:** Lori Boisen

The meeting was called to order at 3:35pm, introductions were made. Quorum was established.

**Meeting Minutes from March meeting were approved as corrected.**

Alisa corrected UWS Open House is 12-3p, not 4p.

### **Financial Report**

Lori absent from meeting, will be forwarding financials via email for board review. Monika shared financials from last meeting - still need to be forwarded via email since last meeting.

### **Around the World in 82 Dishes**

Ben and Jacob met prior to meeting. Established goals around what to accomplish prior to event. Planning document was presented:

Build 82<sup>nd</sup> Business Association brand awareness

- KPI – Increase membership (previously less than 20)
- KPI – Utilization of website for payments
- KPI – Increasing social media posts of activities occurring on 82<sup>nd</sup> Ave

Planning document and visual materials continuing to be developed. Key messaging will lean on marketing and exposure benefits for participating vendors. Emphasizing support within local community. Seeking additional partnerships to be established and increasing sponsorships.

QR Codes will be utilized in various materials, including sign up details and information that business owners need to be aware of.

Identified hashtags to use for participants to enter contest.

Ben advised reaching out to Local app that supports local events, board agreed to move forward with introduction.

TRIMET Event - We will be partnering (no cost)

Montavilla Street Fair – Pending details – Jacob will share once finalized

### **Clean-up Event**

Updated link directly on 82<sup>nd</sup> Ave Website to limit confusion of signing up from SOLVE website.

Monika shared direct link to communications to share awareness to help students increase participation.

### **Annual Meeting**

Nancy provided update that the locations were not best suited for annual meeting. Nancy advised we meet again at Thai Fresh. Wednesday May 18<sup>th</sup> at 7:00pm. Board agreed with approaching Thai Fresh for reservation.

Nancy shared no additional inquiries for joining the board currently. Michael suggested approaching Cartlandia owner, and Black Bear restaurant owners for participation. Jacob also suggested reaching out to Washman since they continue to sponsor.

Dennis Brothers – Developers of food cart area recommended participation from a development perspective to the board.

### **Parade Video**

Jacob received photos and a few videos, and seeking additional banner graphic. Nancy to forward additional photos and banners to utilize on the website, and Nancy will be following up for any additional videos from partners.

### **Announcement of Library Development**

Jacob shared blueprints of site layout and building development near Holgate and 78<sup>th</sup> Ave. All associations within boundary radius were notified as informational presentation. Current building will be demolished, and two-story library will be developed. Timeline shares that building is currently in development space, and construction slated for 2023, estimated a year to complete.

### **New Membership Materials**

Jacob advised we begin creating new materials and collateral for increased membership and community engagement. Nancy forwarding what has been developed previously, to start as template and provided suggested edits.

Meeting adjourned at 4:23 pm