

Minutes/MVBA General Meeting (via Zoom) 01/25/2024

Called to order at 8:31 am

1. **Welcome & Introductions** – 22 members in attendance.
2. **State of the District Check-In** – Successful 2023, good partnerships with MNA and PBOT, funds in the bank, sharing info about crime and making efforts as a community to address the issues, quarterly meet-ups are very good for information sharing. Holiday sales were sluggish after Thanksgiving but picked up the 2 weeks before Christmas.
 - a) **Business News/New Openings and Closings** – the Gibson is open in old Village Ice Cream space. Boxer Ramen – activity inside and they look ready to open. Potted Portland is open on Garden Home Rd.
 - b) **Membership Dues 2024** – Due now, invoices going out a little late due to the issues with the bank account last month. Reminded all the benefits of being a member. Budget plan for 2024 to be reported next meeting.
 - c) **Call for Volunteers** – Currently operating with 6 board members instead of 9 so be aware of openings on the board now and at the 2024 elections. Actively looking for board members for the election in March.
 - d) **Safety and Security** – Winter Storms – Unusual weather, frigid temps, a whole year’s worth of winter weather in 9 days. Suggestions to create a “Whats App” or similar to communicate during emergencies, unstable individuals, vandalism, etc. Farmer’s Market truck was vandalized and items stolen. PTB will send info regarding federal help for businesses that experienced vandalism and/or crime.
3. **Events and Promotions**
 - a) **Golden Tickets** – Overall good feedback from customers, 32 businesses participated. Suggestion to end the program on December 25th rather than carrying it through til the end of the year.
 - b) **Holiday Gala** – The Gala is very popular with community which adds to the success. The bigger, brighter tree was good!
 - c) **First Friday** – Feb 2nd, Valentines Day theme suggested.
 - d) **Member Meet-Up** – Feb 7th, 5-7pm location TBA.
 - e) **Spring Earth Day Celebration** – April 20th.
4. **Committee Updates Event Planning Meeting**
 - a) **Event Planning** – Kick-off for new year is January 30th, live at CommunityPDX at 10:30am
 - b) **Communications and Marketing** – meeting February 6th on Zoom. Website is up, brochure/pamphlet is almost completed.
 - c) **Diversity, Equity and Inclusion** – Meeting February 15th. Always doing outreach for DEI efforts in our business community.
5. **Projects and Other/New business**
 - **Winter street tree lights** – shout out to Dan Gates for installing and managing the hanging of the street lighting. Lights will be removed in March.
 - **Other New** – Parking at the MAC is now paid, metered parking. All funds from parking will go to MAC not Parks and Rec. Construction on the new apartments at the viaduct is still in progress but seems to have been delayed a bit.

End at 9:23am

Next General Meeting Thursday, February 29, 2024 (via Zoom)

Next Board Meeting Thursday, February 8, 2024 (In person)

Minutes submitted by Barb Cantonwine, Secretary – MVBA 2024