

LHBA Board Meeting, March 8, 2018

Present: Lisa MacMartin, Jeff Meyer, Bonnie Bolton, Liz Gingrey, Barb Nei, Chris Hanson, Bryce Hamilton, Jennifer Bellefleur (New Gild), Beck Lee

Beck Lee is an area playwright and friend of Bryce has written a play Sub/Prime about a couple from Linden Hills. He joined our meeting today discuss his play and would like to tie our LHBA social media to promote his work.

Jen Bellefleur New Gild Jewelry joined the meeting to talk about her desire to be more involved in the Business Association. Jen has been working in Linden Hills for years, first at Uniquely Yours, then as co-business owner of New Gild Jewelers. She mentioned several issues that she would love to tackle as an LHBA board member, and suggested that her experience as treasurer for the Commonwealth Terrace Cooperative would be very helpful in the position of LHBA Board treasurer. We had a discussion with Jen about what has been happening with the Board in the last couple years, and the issues that we are facing as our neighborhood grows and changes.

#### Parking

Parking in the neighborhood is at even a greater premium with the new businesses and the snow piled up everywhere. At the Members Meeting last week Joe stated that cars left sitting in the Settergrens parking lot would now be towed. There was much discussion by other members about their frustration with cars that have been left unmoved for long periods of time in other lots, such as the one in front of Rose Street (behind the Zumbro). Everyone concurred that we need to decide upon a course of action for dealing with these cars, which are not only taking up parking but prohibiting us from plowing.

Jeff reported that he has spoken with Tony Johannes, Mark Settergren, and Gaylord about the neighborhood parking issues and he hopes to work more with the Special Service District board members on the parking issues in the neighborhood in the future. We discussed speaking with members of St. Thomas Church about the possibility of having valet parking in their lot on Saturdays, and the Business Association making repairs to the wall along the alley, as well as other parking area improvements, etc. in exchange for this. Chris suggested that we go back to the City again to see if there is more interest since the election in helping out with this issue.

Lisa will be sending a communication out about a parking meeting, which is set for next Tuesday at the Bremer Bank office at 2 p.m. All members who are interested in joining in the discussion of this very important topic are welcome.

#### Marketing

Bonnie has recently begun attending the LHiNC meetings. Having previously been on their Board, she is acquainted with most of the members and the workings of their Board, so should make a great liaison between both of our boards.

She reported that the LHiNC Board had an ice shanty they built on the lake over by the marshmallow roasting during the event. We discussed collaborating with LHiNC together on a Shanty in the future, and we could share expenses, maybe helping pay for storage in exchange for being a part of their shanty.

There was a brief discussion about the contribution of events such as the Ice Shanties to the Linden Hills area businesses. The first day of the Shanties 10,000 people attended the kite festival and the Shanties, and all in all it is estimated that around 40,000 people came thru. While the restaurants reported being somewhat busier, some neighborhood business owners felt that it didn't affect their sales one way or another. So what is the value of these types of events to the neighborhood? Some members stated that while there may not be an immediate financial impact from events such as the Ice Shanty Projects, Reindeer Day, and Woofstock, these events make Linden Hills what it is, a lively, interesting neighborhood to visit, one which people will (hopefully) want to return to after the event.

Bonnie also looked into the cost of printing T-shirts to promote the neighborhood as well as serve to fundraise for our needs (think gardens, planters, street banners...!) She stated that the

estimate of the shirt cost would be around \$7/shirt. It was agreed that we need to choose one issue that we would like to support with the sales from the shirts that everyone could really get behind.

Bonnie also spoke a bit about the Linden Hills Festival. She will be asking for some interested members to join her on the Festival committee, and mentioned that perhaps we would want to consider a direct mailing involving coupons from members for the event.

Liz reported that our web designer sent a link to the new LHBA website (in-progress.) and she will re-send the link for us to look and communicate our thoughts about it. Very exciting!

Jeff urged that we have a discussion with membership about how businesses can help each other out by mentioning other members of our business community in posts on their Facebook pages, to draw visitors to discover each other's pages and websites.