

**East Isles Residents' Association (EIRA)**  
Minutes from the EIRA Board of Directors Meeting  
March 1, 2011  
Grace-Trinity Community Church

Board members present: Jane Schommer (President), Al Rodriguez (Treasurer), Helen Ackerman, Sue Durfee, Harvey Ettinger, Tina Frontera, and Michael T'Kach.

East Isles residents and invited guests were also in attendance.

EIRA President Jane Schommer called the meeting to order at 7:00 pm.

**Announcements**

Jane Schommer made the following announcements:

- The EIRA Board held an interim meeting on Monday February 7 to approve proposed changes to the bylaws. The changes will be sent to EIRA members and will be voted on by the members at the annual meeting in April.
- Tina Frontera resigned her position as EIRA Secretary effective February 9 but will remain on the board in a non-officer capacity.
- The roles of Vice President and Secretary are vacant. Jane asked for help from board members to fill these duties until the April elections.
- Volunteers are needed to coordinate door prizes and refreshments for the annual meeting. Please let Jane know if you can help.

**Meg Tuthill, Ward 10 Councilmember, City of Minneapolis**

Councilmember Meg Tuthill reported that Track 29 is moving forward (on the Greenway between Bryant and Aldrich). The Midtown Lofts are appealing the project.

The City of Minneapolis has begun filling potholes. Please report any areas in need of attention by calling 311.

Last week, the City Council passed an ordinance requiring liquor stores to be 300 feet from schools as measured from lot line to lot line (the previous ordinance was between main doors). Mayor Rybak signed the ordinance.

Meg is working on an ordinance that will clarify occupancy issues for restaurants with outdoor patios located in neighborhoods. A public meeting is being planned.

**Kim Bartmann, Barbette**

Barbette is working on plans for Bastille Day Block Party (Sunday, July 17). Each year, the restaurant offers activities for kids. This year, Kim would like to organize an event that would begin at Triangle Park and include a kids' parade to Barbette. Irving would be blocked off between Triangle Park and Lake Street for up to one hour for the parade. One possible complication is that Triangle Park is scheduled for renovation this summer (construction dates have not been set). A suggestion was made to use The Mall vs.

Triangle Park. The board was generally supportive of the idea of an event and invited Kim to return to the board in May with more information.

**Daniel and Pierre Kerkinni, Uptown Wine and Spirits**

Pierre Kerkinni presented a business plan for Uptown Wine and Spirit. The plan was based on opening a store at 2546 Hennepin Avenue. The liquor ordinance that recently passed City Council will not allow a liquor store at that location because of the proximity to Jefferson School. Pierre and Daniel wanted to share their business idea with the board in hopes that another location will become available in the neighborhood.

The proposed store would specialize in craft beers, a wide selection of wine and distilled spirits. They are targeting a higher end customer. Safety would be a priority with a store policy of carding everyone and having drivers license scanners at every register to detect fake IDs. The business plan includes ideas on how the store will give back to the community by sponsoring events, being active in neighborhood associations and helping schools through charity drives.

The board thanked Daniel and Pierre for presenting their plan and asked them to return if they find a workable location in the neighborhood.

**Michael McLaughlin, Executive Director, South Hennepin Business Association**

Michael McLaughlin is the Executive Director of the South Hennepin Business Association which has 40 members with businesses along Hennepin Avenue between the Greenway and Douglas.

The association has been working on a rebranding effort for the past 18 months. They started with a comprehensive survey to 150 business and property owners in the area and received a 30% response rate. The results told them that people didn't think there was a common identity. The association worked with Shea (a design firm specializing in retail) to rebrand the area as Lowry Hill District. The association will be hanging permanent banners with the new logo on 150 light poles along Hennepin Avenue this spring. A media launch event will be held in April or May. They are also working on a new website that will include a comprehensive business listing.

**Amy Sanborn, Chair EIRA's Social Committee**

Amy reported that the Ice Skating Social was a success with over 150 people attending on a cold Sunday in January. Amy thanked Isles Bun for generously donating 12 dozen puppy dog tails and providing hot chocolate at a discounted price.

Amy has been the only member of the social committee and she is looking for more volunteers. Please let Amy know if you are interested.

Amy mentioned that the construction at Triangle Park this summer could affect the Ice Cream Social. Details for Palio need to be worked out with other participating neighborhoods for that event to continue.

**NRP report, Monica Smith, East Isles NRP Coordinator  
Community Energy Services**

The Community Energy Service workshop will be held Thursday, March 10 at 6:30 p.m. at Grace-Trinity Community Church. As of today, fewer than 20 residents are registered for the event. If you can't attend the meeting on March 10<sup>th</sup>, other dates are available in surrounding neighborhoods.

Monica passed out fliers and asked the board members to help spread the word. Other outreach efforts included an email to all current EIRA members, ads in the Hill and Lake Press and a postcard mailing to all eligible households in the neighborhood.

If attending the workshop, please remember to bring your calendar so you can schedule your home visit and your checkbook for the \$30 home visit co-pay.

Michael T'Kach volunteered to help at the workshop registration desk.

**NRP Phase II plan**

Monica reported that the NRP Steering Committee has been hard at work writing the Phase II plan. The full plan was sent to all board members for review in advance of the meeting. Monica noted that the NRP and City departments are reviewing the plan and they may have slight edits to the final document.

In December, the City Council voted to limit unspent Phase II funds to 50% of allocation. There is a possibility of a lawsuit against the City for this action. Until the issue is completely resolved, NRP has advised the Steering Committee to develop our plan based on the full allocation. If necessary, the Steering Committee will reevaluate the priorities for funding.

East Isles has about \$24,000 remaining in Phase I funds which are not affected by the budget cuts from the City.

Monica presented the plan to the board.

Total East Isles Phase II Allocation: \$387,253

**Housing \$262,000**

Housing initiatives are required to be 70% of allocation.

Goal 1: Improve the housing stock in East Isles.

1. Home improvement loans \$110,000  
Provide below-market interest rate home improvement loans for energy efficiency upgrades and projects that rehabilitate and/or upgrade the exterior of existing residential structure in East Isles. 1-4 unit homes will be eligible to apply for loans ranging from \$2,500-10,000.  
When loans are repaid, the revenue generated may be reinvested in East Isles NRP initiatives.
2. Improve home security \$15,000  
Subsidize the purchase and installation of exterior lighting for residential properties to increase safety by providing grants up to \$250.

Goal 2: Assist in increasing affordable housing within the City of Minneapolis and support non-profit housing projects in East Isles.

1. Affordable housing loans \$110,000

Work with non-profit agency to provide loans for affordable housing development and construction. East Isles can select the projects and set the terms for the loans. When loans are repaid, the revenue generated may be reinvested in East Isles NRP initiatives.

2. Support capital improvements at The Bridge for Youth \$27,000

Support additional capital improvements at the Bridge.

Special note: A line item needs to appear in our plan that in 2005, EIRA supported the Bridge in its application for a \$500,000 Affordable Housing Reserve Fund grant. The \$500,000 does not come out of the East Isles allocation.

**Crime and Safety \$23,000**

Goal: Increase safety and prevent crime in East Isles.

1. Improve the security of residential property.

See housing for details and budget.

2. Improve safety for walking/bicycling \$20,000

Support the installation of light fixtures and traffic safety on the Greenway. There are currently no lights on the Greenway between Irving and James.

3. Implementing Crime prevention strategies \$3,000

Increase participation in crime prevention activities.

**Community Building and Services \$17,800**

Goal 1: Increase community building within the East Isles neighborhood.

1. Communication \$10,800

Increase communicate with residents through local media, Web-based applications and U.S. mail (for three years).

2. Social events \$3,000

Support social events such as the Ice Cream Social. NRP will not pay for food; however, promotion and other expenses will be allowed.

Goal 2: Provide services to assist seniors and residents in need.

1. Services \$4,000

Provide support for agencies who offer services to East Isles seniors and residents in need to maintain independent living.

**Environment \$10,000**

Goal: Improve the quality of the environment in East Isles.

1. Green Team, Budget to be determined

Build an East Isles Green Team to initiate and coordinate sustainability efforts in our community. No direct costs anticipated this time.

2. Sustainable practices \$10,000

Help East Isles residents to embrace sustainable practices (recycling, air and water quality, transportation and more) through workshops and community events. Also, offer matching grants for implementing sustainable practices such as rain gardens.

### **Public Land \$38,000**

Goal: Improve the quality of public land in the East Isles neighborhood.

1. Natural landscape \$17,000

Expedite the replacement of diseased or threatened trees along residential streets. The Park Board may receive a federal grant that would help fund this program.

2. Improvements to The Mall \$21,000

Create a reforestation plan to replace evergreens with canopy trees to improve sight lines and safety. Also plant new trees where trees were previously removed on The Mall. Work to obtain matching funds to replace park benches.

3. Triangle Park, Budget to be determined

The Minneapolis Park and Recreation Board (MPRB) is planning a renovation of Triangle Park. MPRB feels they have sufficient budget for the project. This category is a placeholder in case we need to supplement where MPRB's budget may fall short.

4. Lake of Isles, Budget to be determined

No specific plans to date but the Steering Committee wanted to include this in the plan in a need arises in the next few years. Money can be shifted to this strategy if necessary.

### **Implementation Plan \$36,453**

Goal: Plan and implement the East Isles Phase II plan in a timely and efficient manner.

1. Administration \$36,453

Provide staff and administrative support for planning and implementation of the East Isles Phase II plan. East Isles currently has a contract for \$25,000 for Phase II planning which includes expenses such as the survey, ads and staff. If the neighborhood no longer requires staff support, this funding can be moved to other strategies.

The EIRA Board voted unanimously to accept the Phase II plan and to present the plan for a neighborhood vote at the annual meeting in April.

The plan will be promoted in the Hill and Lake Press, via email communication to our distribution list and posted on our website.

### **Email distribution list**

Monica started an e-newsletter using Constant Contact. We are hoping to build the distribution list. Please contact Monica if you would like to be added to the list.

### **NCR funding application**

Monica reminded the board that the funding from NCR is guaranteed for 2011. Future years are not yet certain. The application for funding is for this year only. The purpose of

the funding is “to encourage and support citizen participation” and to support the organization, not to pay for programs such as trees, parkland etc. When writing the application, we were realistic about what the organization can take on based on its current level of volunteer support. The City will be flexible with shifting funding among budget areas as needed. Expenses back to January 2011 are allowable. Unspent funds can roll over to 2012.

Last week, Monica sent the application and budget to board members to review prior to the meeting. One correction was noted: the donation listed as “donation for meeting space” is actually a donation for Palio. This correction will be made. The City will not allow us to make a donation to a church for meeting space. If the Board feels this is an appropriate expense, it can come out of Board fund (such wine tasting revenue).

The EIRA Board unanimously voted to approved the application and budget for submission by the March 4<sup>th</sup> deadline.

**Website hosting**

The EIRA Board unanimously approved to pay for the renewal of the website hosting service.

**Board Votes**

The Board voted unanimously on the following motions:

- To hold the annual members meeting on the first Tuesday in April (April 5<sup>th</sup>).
- To approve electronic voting of this evening’s meeting minutes to meet the publication deadline of the Hill and Lake Press.
- To form a nominating committee for EIRA Board elections.

The meeting was adjourned at 9:00 p.m.

Submitted by: Monica Smith, Recorder