

EIRA Fall Membership Meeting

Tuesday, November 9, 2021, 7 pm
Online via Zoom

MINUTES

Board members present:

Emma Erdahl (President), Erik Anderson (Vice President), Andrew Degerstrom (Treasurer), Laney Barhaugh (Secretary), Becky Accettura, Natasha Dockter, Mike Erlandson, Larry Lamb, Rod Lauture, Peter Mason, Brian Milavitz

Staff present:

Jenna Egan, Coordinator

Guests present:

East Isles Neighbors
Lisa Goodman, Minneapolis City Council - Ward 7
Marion Greene, Hennepin County Board of Commissioners - District 3
Jono Cowgill, Minneapolis Park Board Commissioner - District 4
Meg Forney, Minneapolis Park Board Commissioner - At-large

1) Welcome

President Emma Erdahl called the meeting to order at 7:05 p.m.

2) Bylaws Update

Treasurer Andrew Degerstrom presented draft Amended and Restated Bylaws to the voting membership for approval. A full report explaining the reason behind amending the Bylaws and the major changes has been available on the EIRA website. Degerstrom also explained the voting procedures. Upon conclusion of this explanation, the online ballot was made available, to stay open for 24 hours.

3) Council Member Lisa Goodman

Council Member Goodman gave the following announcements:

- Had to cancel Lunch with Lisa on Oct. 27th from 12 - 1 PM at the University of St. Thomas downtown Minneapolis campus. Chief Medaria Arradono will be the guest

speaker, and share his view on police reform. Only 100 people are able to attend due to COVID. Looking to reschedule some time this year.

- Minneapolis Public Works have begun curb-to-curb sweeping and leaf collection on streets throughout the city. To make sure crews can do the best job possible, temporary “No Parking” signs will be posted at least 24 hours in advance so streets will be clear of cars when they’re swept. Anyone who parks on the street will need to follow posted parking rules or their cars may be ticketed and towed. Not all leaves have fallen, but street sweeping continues. Bundled leaves and brush collection ends on Nov. 15. Looking to extend the collection.
- Public Works is working on a Greenway surface evaluation finish now, and will reevaluate in the spring. There has been a citizen petition to fix the surface of the Greenway.
- Twenty City boards and commissions have openings for appointments this fall. Applications are open now. The positions are open until filled. Ward 7 has an opening on the Advisory Committee focused on aging. Reach out to Lisa for more information.
- Redistricting process is happening right now. There are also 4 public hearings throughout Nov., Dec., Jan., and Feb. More information on the City’s website. Ward 7 will not lose any population.
- The City Budget process is happening. Public hearings on Tues. Nov. 16 at 1:30 PM, Wed. Dec. 1 at 6:05 PM, and Wed. Dec. 8 at 6:05 PM. Won’t end the process of the American Rescue Plan.
- Council approved right to counsel ordinance renters facing evictions.

4) Park Board Commissioners Jono Cowgill and Meg Forney

Commissioners Cowgill and Forney gave the following announcements:

- The Park Board is going through a budget process. Budget will be passed on Dec. 8. Adding funds for hiring 22 full-time staff for youth programs as part of the new budget. Adding also an outreach coordinator and a position for tree work across the park system.
- Golf courses have closed. MPRB ramping up hours for recreation centers through Dec. 19. Hours are M - F from 3 - 7PM. Late Dec. rec centers will be open for schools’ early release M - F from 12 - 7PM. In 2022, hours will expand to M-F from 3 - 9 PM, and on the weekends from 12 - 6PM.
- Shade structure is in the planning process and early design, and expect to be ready for early next year. Third quarter expect completion of the shade structure.

5) Strategic Plan Update

President Emma Erdahl gave the following announcements regarding the Strategic Plan:

- Board of Directors have been working for about a year on a strategic plan for East Isles.
- East Isles faced two main challenges. Changes to the funding structure of city programs and lack of clear purpose and direction.
- Initial Steps - Fall/Winter 2020: Expiring city funds set aside for strategic planning in 2021 budget planning. Fall/Winter 2020: Interested members of 2020-2021 board crafted strategic planning for RFPs. Winter 2021: RFP issued, interested 2020-2021 board members reviewed proposals, conducted interviews. March 2021: Board selected INspiring Sight to lead the strategic process.
- Plan Development Steps - March 2021: Strategy design meeting with INspiring Sight. May 2021: Two virtual focus groups with East Isles neighbors. May 2021: Board member focus group. June 2021: Board retreat to synthesize focus group feedback into strategic plan. Today: Introduction of strategic plan to East Isles membership.
- Vision Statement: East Isles is a beautiful and natural environment where engaged, diverse, and dependable neighbors gather.
- Mission Statement: East Isles Residents Association is a neighbor-led association fostering connections, working to inform and activate neighbors, and improve shared spaces.
- Organizational Values: Equity, Transparency, Civility, Open Minds, Inclusiveness.
- Mission Strategic Directions: Foster Connections, Inform, Improve Shared Spaces, Operations.
- What does this mean? East Isles Association is run by you, the neighbors.
- What will the board do? EIRA Board will serve three main functions: Approve funds for use of projects that align with the strategic plan. Create policies and procedures for a healthy organization. Continually assess our progress toward our mission and vision.
- How will this work? It's already in progress. You dream up, plan, and lead using your ideas. Board will support you, how we can.
- How can I be a part of this? Need everyone to pitch in. Everyone has something to offer no matter how big or small. Talk to neighbors about concerns and needs. Kickstart new events and programs in your neighborhood you want to see. Join a committee. Volunteer for specific one-time tasks. Run for the board. Give financial support.
- Your role: Join in. Attend upcoming committee meetings. Bring ideas you want to implement to board or a committee.

6) NRP Committee Report

NRP Committee Chair Mike Erlandson gave the following report:

- Provide resources to the neighborhood and programs that benefit residents of East Isles.
- Distributed \$10,000 to the Loppet Foundation for a snowmobile to groom trails of Lake of the Isles and other trails.
- Committee meets regularly, next meeting on Dec. 13.
- Shade structure to be added to Levin Park.

7) Treasurer's Report/BET Committee

Treasurer and Chair of the Built Environment and Transportation Committee Andrew Degerstrom gave the following report:

- No longer 501(3)(4) we are a 501(3)(c). Now we get access to deeply discounted technologies and subscriptions. Donations to the East Isles are deductible.
- Winter fundraising campaign is coming up and new status will be in the letter.
- Partner with the Park Board and City of Minneapolis so the neighborhood is aware and able to comment on projects. Ex. Hennepin Avenue Reconstruction project.
- City will be ready soon for the final concept of Hennepin Avenue. Do not have dates for comment period to-date. EIRA does have a budget for engagement to let residents know about the comment period and final concept. Will try and get that out before the end of the year.
- Committee meets on the third Tuesday of every month. Committee is not meeting this month.
- Partnering with Board Board and Colleen O'Dell on upcoming changes to The Mall.

8) Farmers Market Committee

Andrew Degerstrom gave the following report for the Farmers Market Committee:

- Seeking new Chair for the committee and committee members. If interested, please contact Jenna at jenna@eastisles.org.
- Looking at expanding the committee's role. Ex. Farmers Market budget. Special events for the Farmers Market season. Set policies and procedures. Soliciting sponsorships. Fees vendors pay.
- Farmers Market Meeting this Thursday at 7 PM.

9) Outreach and Engagement Committee

Outreach and Engagement Committee Chair Becky Accettura gave the following report:

- Meet once a month on the last Tuesday of the month.
- Events we do are events like Annual Meeting and Ice Cream Social.
- New event was the Halloween Party at Levin Park. Great turnout.

- Always looking for new committee members.
- In 2022, we will connect with our business neighbors.

10) Green Team

Becky Accettura gave the following Green Team report on behalf of committee Chair Ellen van Iwaarden:

- Committee responsible for Greenway clean-up, Earth Day clean-up and Annual Super Sale.
- Volunteer and committee led.
- Next year, the committee would like to focus on educating neighbors on climate change and how neighbors can make an impact.

11) Theater of Public Policy

The remainder of the meeting was an improv performance by the Theater of Public Policy.

12) Adjournment

The meeting was adjourned at 8:33 p.m.

Minutes submitted by Jenna Egan