

EINA Board of Directors Meeting  
Tuesday, December 12, 2023, 6:00 PM  
Grace-Trinity Community Church and via Zoom  
1430 W 28th Street  
MINUTES

Board members present: Julia Edelman, Paula Chesley, Brian Milavitz (Treasurer), Ellen Van Iwaarden (Vice President), Dan Sutton, Cuyler Dinegan (Coordinator), Mike Erlandson (President), Quinton Courts (Secretary), Jonathan Beck

Board members absent: Debra Altschuler

Guests present: Marion Greene, Hennepin County Commissioner  
Danielle Werder, Housing Stability with Hennepin County  
Leah, Corey Vest, Dwayne, Judy, Eva, Harvey Ettinger, Mark

- I. Call to Order at 6:05 PM
- II. Commissioner Marion Greene and Danielle Werder
  - a. Link to presentation: <https://www.eastisles.org/s/Hennepin-Co-PPT.pdf>
  - b. Federal funding during the pandemic toward homeless support was really good and the county wanted to continue these efforts post-covid relief funding.
  - c. Work to focus on housing the individual – what they need and want. Highlighted Dennis as a success story.
  - d. 96% retention rate for people who have been moved into housing (have not returned to homelessness)
  - e. They focus on moving medically vulnerable and seniors into emergency housing first.
  - f. Streets to housing teams (purple shirts) are the boots on the ground to make contact with those who are homeless and to encourage them to access services.
    - i. Question asked re: homeless who deny services (for whatever reason) and the response is that they haven't encountered people who don't want some sort of service (at all) whether it be with addiction, housing, therapy, etc.
    - ii. Question re: immigrants accessing housing and the response was they serve everyone regardless but the county has asked for federal support.
    - iii. Question re: is there enough housing for everyone who is homeless? They're focusing on length of time homeless, medical fragility, etc. But demand outweighs supply.
    - iv. Question re: partnering with mental health services and they try to tap into their insurance, if available, as well as partnering with 1800 Chicago, for example.
  - g. Paula shared direct feedback from neighbors about negative experiences that neighbors have had with homeless neighbors including drug use, public urination/defecation, harassment, loitering/trespassing, break-ins, litter, threats, and violence.
    - i. Commissioner said it is true that the systems in place addressing this are overwhelmed. The county is working with the city and Metro Transit to



- ii. Motion to approve budget as presented and a second was offered. Julia asked for \$300-500 to support community safety efforts for 2024. We will add the amendment for \$500. Motion to approve the 2024 budget with the \$500 community safety amendment. Approved unanimously.
  - b. Financials update with Brian
    - i. We received city funding allotment for 2024 from Minneapolis for \$20,000 (same as 2023).
  - c. Minutes update – we forgot to add that we are adding Lisa Goodman’s name to the East Isles honor plaque in Isles Bun & Coffee
  - d. Motion to approve the consent agenda for November 2023 minutes and the financials. Approved unanimously.
- VI. President’s update with Mike
  - a. We reached out to Katie Cashman to congratulate her on her election as our new city council member.
  - b. EINA has money that could possibly go toward a grant contribution to affordable housing being developed on the old Kmart site. Board members believe we should wait to discuss this as part of NRP fund conversation and also wait to see if they meet their goal.
- VII. Coordinator Update
  - a. Our Dec. Hill & Lake Press features a brief 2023 impact statement, followed by a donation ask and upcoming events. Daily Facebook/Instagram ad this quarter, which had a reach of 10,000+ and drew 600+ people to our website - plan to continue an ongoing ad in 2024 to increase our visibility. The Dec. newsletter went out last week, resent to unopened contacts yesterday, continuing a good trend of engagement.
  - b. A quick end-of-year update: our website's engagement has more than doubled in 2023, with ~14,000 visitors and ~26,000 page views to date. Top sections continue to include the Homepage, Super Sale, Board & Staff, and Events Calendar, with our Get Involved and Donate pages rising into the mix due to increased fundraising and communications efforts. And through ongoing posts and paid advertising, our annual audience reach on social media leapt to 19,000+ across Facebook/Instagram (from <1,000 in 2022).
  - c. Regarding development, we made about \$160 between Give to the Max and Giving Tuesday.
  - d. Cuyler applied for the City’s Business District Support grant last month to hopefully cover costs of Hill & Lake Press and potentially other advertising in 2024. And still planning to apply to the State of MN’s Senior Community Engagement Program, which provides paid part-time staff we could use to increase our presence in area events and programming, it sounds like EINA would be a good fit as a host site.
- VIII. Committee Updates:
  - a. Community safety with Julia and Paula
    - i. 5th precinct MPD event (with food donation) on Tuesday, Jan. 2 at 4PM.
    - ii. Friday, Jan. 26 from 6-8PM we have a neighborhood safety meeting in conjunction with Kenwood, Lowry Hill, CIDNA, EINA and invites out to MPD, Katie Cashman, Aileen Johnson
    - iii. North Loop Winter Market on Dec. 16th is hosting a neighborhood safety info table to answer questions about safety walking clubs

- b. Green Team with Ellen
  - i. Free traction grit giveaway from Frattalone's on Dec. 16th, thanks to Henry's efforts!
  - ii. 28 cleanup events in East Isles for 2023.
    - 4,105 gallons of trash. 950 gallons right out of the lake. 27 syringes.
  - iii. Storm drain adoption went from 16% to 34%.
- c. Farmers Market with Dan and Jonathan
  - i. They applied for a \$25,000 grant.
  - ii. Lowry Hill has joined conversations and thrown their support to popup summer farmers markets – there should be about 5.
  - iii. Looking for a pro-bono logo or design for the Uptown Farmers Market.

Meeting adjourned at 8:12 PM.

### Links

Hennepin County presentation:

<https://static1.squarespace.com/static/5f83b1f80a4b4f03efa1cf40/t/6578e5dbeb3505138e89c864/1702421988667/Hennepin+Co+PPT.pdf>

Help for Homelessness:

<https://www.hennepin.us/residents/human-services/help-for-homelessness>

Help for Unsheltered Homelessness:

<https://www.hennepin.us/residents/human-services/unsheltered-homelessness>

Hennepin Waypoint:

<https://www.hennepin.us/residents/human-services/waypoint>

Homeless to Housing Program:

<https://www.hennepin.us/residents/human-services/homeless-to-housing>

MPRB Mall Redo:

<https://static1.squarespace.com/static/5f83b1f80a4b4f03efa1cf40/t/6579d58e866d3a151ecb9338/1702483345559/The+Mall-E+Isles+-+EINA+presentation+12-12-23.pdf>

MPRB Mall Park Survey:

<https://zanassoc.mysocialpinpoint.com/the-mall-woonerf-2024>