



415 Ethel Ave SE
Grand Rapids MI 49506
616.451.3025

ECA Board Meeting
January 10, 2022 @ 6-7pm
Virtual

<https://us02web.zoom.us/j/84892374479>

Meeting ID: 848 9237 4479

Passcode: 936005

Minutes

1) Welcome & Call to Order (President, 2 min.)

- Meeting started at 6:02 p.m.

2) Approval of the [Agenda](#) & [Minutes](#) (2 min.)

- **Motion** by Pamela Goderski. **Seconded** by Gavin Cornwell.
 - i) *Motion carried unanimously - Agenda & Minutes approved*

3) [Financial Report](#) (Treasurer, 2 min.)

- According to the December [Financial Statement](#), there is a net revenue of \$11,970.00 (compared to \$12,830.80 in November and -\$16,068.99 at this same time last year) as of December 31, 2021. There is a cash balance in the bank accounts totalling \$61,026.83 (compared to \$60,707.87 in November) as of January 10, 2021.
- End Of Year Highlights:
 - in 2021 we created the Building Fund which now totals \$4,272.11
 - we saw a 174.5% increase in net income compared to 2020
 - in 2021 we were able to increase our revenue by nearly \$17k while decreasing our expenses by nearly 12%, resulting in a Total Net Revenue greater than 2019s

4) ED Hiring update (President, 5 min.)

- Offer was made to a candidate in December, but they had to turn down the offer due to the lack of healthcare.
- Currently interviewing a new candidate and will provide updates as they are available.
- An article was posted in the Jan/Feb issue of the Access

5) Operating Updates (President, 10 min.)

- Staci Rickman, the vice president, suffered from a significant health issue, but is recovering. She is taking a break from professional and personal commitments and will not be joining us for the next couple of months.
 - i) Any projects that were being worked on with Staci, please update the Executive committee
- Rental inspection is scheduled for the apartment above the ECA office Friday Jan 14.
- Grant updates and grant reporting is being worked on and is due later this month
- Idea for the board to consider is to have committee-specific email accounts to more easily communicate with neighbors, and archive correspondence
 - i) Pamela supports
 - ii) Rion supports
 - iii) Brigid supports it with clear assignment of who is responsible

iv) ACTION: Rion will take point on this

6) **Draft 2022 Annual Budget Review (10 min.)**

- [2022 Proposed Budget.xlsx - Google Sheets](#)
- **ACTION:** Board members review and be prepared to review prior to February meeting at a working session.
 - i) Access sponsorship is needed as we are currently spending around 2x what we are taking in in ad revenue.
 - (1) Spending around \$12K, pulling in about \$6K in Ad revenue
- New BizBaz model was very profitable in 2021
- We need to spend money on merchandise this year as well.
- Reminder next meeting is February 7, not Feb 14.
- Christian asked if there were Membership opportunities
 - i) **ACTION:** Christian to put a plan together around a sponsorship program
- **ACTION:** Rion to review Access sponsorship opportunities

7) **Annual Meeting Update (5 min.)**

- Planning looks good. We need assistance in recruiting donations
- **ACTION:** All board members to review and reach out to contacts for raffle/give-aways for the Annual Meeting
 - i) [2022 Annual Mtg Raffle Items - Google Sheets](#)
- **ACTION:** Please sign up for the annual meeting invite, only about 30 people signed up so far.
- **ACTION:** Please reach out and recruit for new Board Members
- **ACTION:** Incumbent board members please send updated info to Rion/Dakota.
- Confirming that we are not allowing those running for City Commission to speak at the Annual Event, but are able to attend. Sitting Commissioners / Representatives are allowed to speak if they wish.

8) **Committee Updates (2 min. ea.)**

- Executive Committee (Staci)
 - Whiteness at work
 - **ACTION:** Dakota to reach out to everyone around Whiteness at work schedule
- Bricks & Mortar (Christian/Liz)
 - Committee met this past week.
 - Discussed establishing what the goals of the Bricks and Mortar committee really are, and what the 3 top priorities are.
 - Developing a more concrete strategic framework.
 - Christian reached out with the top 5 neighborhood associations to understand what they are doing in this space and how we can learn from them
 - Looking to have a board discussion around what our ECA priorities should be around development, such that we have a set of principles to which we adhere when development comes.
 - There is a desire to do a survey at the annual meeting to understand what the neighborhood priorities are around development.
 - Specifically around Robinson Rd, there are discussions around potentially doing a traffic study, partnering with the City.
 - **ACTION:** Liz to send out a link to their working draft for board members to comment
 - <https://docs.google.com/document/d/1bTxTOLLagmlpFmuUdERjw8erjPp8diRhZxALHeHf6BM/edit?usp=sharing>
 - Affordable housing

- Green infrastructure
 - Use of municipal infrastructure
 - Building aesthetic
 - Civic art features
 - DEI implications around suppliers, developers, etc.
- Community Engagement (Noah)
 - Committee will be meeting later this week.
- Events/Fundraising/Marketing (Pamela/Brigid)
 - Need to confirm the pick-up date/time for swag
 - BizBaz/Streetfair permit applications already went in
 - Rion reached out to Smitty around Bourbon Day
- Garden (Mike/Gavin)
 - Looking for ways to generate some money in 2022
- Uptown (Dakota)
 - No Update
- EBA (Steven)
 - EBA is still focusing on recruitment, other than that no updates.

9) Other Business/Action Items (2 min.)

- Community Feedback
 - i) No Community Feedback

10) Adjournment

- **Motion** by Pamela Goderski. **Seconded** by Liz Girgen to adjourn the meeting.
 - Motion carried unanimously - Meeting Adjourned at 6:52 pm

Next Meeting Date: Feb 7 @ 6pm

In attendance: (7 required for quorum - Those checked were present)

- Dakota Riehl-Davis, President
- Staci Rickman, Vice President
- Steven Martinez-Thiel, Treasurer
- Rion Hollenbeck, Secretary
- Brigid Avery
- Mike Bopp
- Gavin Cornwell
- Liz Girgen
- Pamela Goderski
- Noah Joseph
- Christian Verley
- Simon Hu