



415 Ethel Ave SE
Grand Rapids MI 49506
616.451.3025

ECA Board Meeting
October 10, 2022 @ 6-7pm
Hybrid - ECA Office & Zoom
<https://us02web.zoom.us/j/83901582783>

Meeting ID: 839 0158 2783

Passcode: 657480

One tap mobile

+13017158592,,83901582783#,,,,*657480# US (Washington DC)

+13126266799,,83901582783#,,,,*657480# US (Chicago)

Agenda

- 1) **Welcome & Call to Order (President, 2 min.)**
 - a) 6:02pm
 - b) present: Dakota, Gavin, Pamela, Rion, Jonathan, Liz, Mike, Jean, Steven
 - c) missing: Christian, Staci

- 2) **Approval of the [Agenda](#) & [Minutes](#) (2 min.)**
 - a) Rion moves, Steven seconds
 - b) unanimously approved

- 3) **[2023 Event Dates](#) (President, 5 min)**
 - a) executive committee is proposing cancelation of all events other than StreetFair 2023 & Pancake Breakfast / Annual Meeting
 - i) StreetFair will happen on Sept. 16 to avoid conflict with other large events
 - b) Pamela moves, Rion seconds
 - c) unanimous approval

- 4) **New Development Rubric [\[example\]](#) (Bricks & Mortar, 15 min)**
 - a) this rubric was developed based on the Garfield Park Development Rubric
 - b) it can be used to create a “report card” that will help us put out an objective rating of new developments without committing to an “approval” or “disapproval”
 - c) rubric is intended to grade based on the ECA’s stated goals, mission, values, etc.
 - d) questions were raised about how to utilize the scoring system for businesses / developments that may not be able to meet some of the criteria (e.g. new businesses can’t have previously completed something)
 - i) also asked about opportunities for re-scoring based on feedback and changes
 - e) Dakota would like to publish this rubric to our site
 - f) Jonathan asked for “bonus point” opportunities to be explained
 - g) totals will be added to categories with a total possible number noted
 - h) Rion will add it to the next Access

- 5) **Succession Planning (Exec. Committee, 5 min)**
 - a) breakdown of hours is coming soon
 - b) looking for two more quotes for a 3rd party property management company
 - c) ICCF can be an option on February 12, 2024

d) Pamela asked about remaining board members sitting in on an executive committee meeting

6) **Board Recruitment** (President, 2 min.)

- a) posters are being made to be distributed throughout the community
- b) Pamela will talk to some former board members about filling shorter term positions available

7) **Hiring Plan (President, 5 min)**

- a) job will be posted this week

8) **Financial Report** (Treasurer, 2 min.)

Budget Notes:

- According to the September [Financial Statement](#), there is a net revenue of \$8,562.55 (compared to \$2,793.00 in August and (\$586.68) at this same time last year) as of September 30, 2022. There is a cash balance in the bank accounts totalling \$89,733.2 (compared to \$81,686.23 in September) as of October 10, 2022.
- Payments totalling \$523.00 were made to the City today and are not reflected in this report.

Financial Highlights as of October 10, 2022:

	2022 Actual	2022 Budget	2021 Actual	2021 Budget	2020 Actual	2020 Budget
Gross Revenue	\$80,555.34	\$98,200.00	\$99,382.05	\$109,306.00	\$82,982.93	\$113,611.62
Gross Expenses	\$26,167.71	\$111,526.67	\$87,412.05	\$131,074.27	\$99,072.23	\$127,715.00
Total Net Revenue	\$26,167.71	(\$13,326.67)	\$11,970.00	(\$21,768.27)	(\$16,089.30)	(\$14,103.38)

Account Balances as of October 10, 2022:

Checking:	\$19,367.43
Savings:	\$51,167.63
PayPal:	\$3,236.98

Building (New):	\$8,158.85
Sponsorships (New):	\$7,802.31
TOTAL:	\$81,686.23

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

- Executive Committee
 - covered above
- Bricks & Mortar (Christian/Liz)
 - business & development rubric
 - 2-4 new businesses coming to Easttown
 - high tea gr
 - something in the old grassy knoll location
 - peaches is being renovated
 - new bubbly bar is opening on robinson soon

- Communications (Rion/Steven)
 - call for access content
- Events (Pamela/Jean)
 - Howl-O-Ween coming up
- Garden (Mike/Gavin)
 - garden is closed down for the season
 - meeting being planned to discuss 2023 plans
- Uptown (Dakota)
 - Shop Hop is coming up soon - ECA will likely not participate
 - Commercial rent rates are being researched
 - Lydia Writes Good is contracted to develop materials for shop hop
- EBA (Steven)
 - Pamela asked about being the ECA representative

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

- a) **Wednesday, Nov 30 we have a monitoring visit with the City of GR**

11) Adjournment

- a) **6:50pm**

Next Meeting Date: November 14 @ 6pm