

WSCO Board of Directors Meeting
March 14, 2016

Present: Carol Swenson, Pam Welisevich, Amelia Holcomb, Krysten Ryba-Tures, Nick Novacek-Bundt, Lewis Dixon, Derek Johnson, Analita Silva, Louis Garcia, Matt Bergeron, Diggitt McLaughlin (alt.), Chris Carpovich, Tiffany Stewart, Tawala Storay, Joanna Lowry, Armando Luna, Alicia Lucio, Monica Bryand, Monica Bravo, Christine Shyne.

Absent: Nancy Negrette (alt.), Graciela Mendez, Craig Willford.

6:33pm – Called to order.

Consent Agenda

- March agenda, February minutes, February finance report, February Cashflow. Board reviewed documents. Motion to approve the agenda by Krysten R.B., second by Matt B.
 - Unanimously approved.

Committee Updates

- RDLU (Meeting notes also available for more details)
 - Discussed El Burrito Mercado letter of support, Brownfield, West Side Flats redevelopment, George/Stryker plan and meeting with Rebecca Noeker, High Bridge planning and applications now being open, work plan template.
 - WSCO applying for a CURA grant that would facilitate a WSCO intern/research assistant.
 - There will be a f/u meeting with Noeker re: George/Stryker Plan.
 - The West Side has 3 reps for work with MNDOT (Monica Bryand, Louis Garcia, Fosters Walton).
- EJ (Meeting notes also available for more details)
 - Discussion regarding focus of EJ committee, focusing on transition town work and transportation initiatives.
 - EJ will be involved with Brownsfield work.
- Community Outreach and Safety (Meeting notes also available for more details)
 - Formation of new block club in Winslow/Stryker area following reports of violent crime in the area. Crime victim advocacy group also spoke. Focus on furthering block club group.
 - Discussion regarding connecting parts of the West Side that have neighbors that are less involved, as well as engaging youth (esp. because of gang violence between East and West side).
 - Other specific goals: basketball hoops and other spaces that facilitate positive youth activities, possibly door-knocking to engage residents, possible barbeque for West Siders.
 - Discussion and roundtable/focus group with businesses about expo of St. Paul businesses that will take place at Neighborhood House. Will be on May 22. Planning still taking place. This expo will focus on those that are starting or growing their business but will also facilitate engagement of stable businesses. There will also be a panel forum.
- Communications (Meeting notes also available for more details)
 - Discussed different potential avenues of communication including non-digital media strategies, as well as how many people are reached via these platforms. Committee also

discussed how increasing number of postings on twitter, facebook and other platforms can increase "buzz" around different community events.

- Funding and Finance (Meeting notes also available for more details)
 - Discussed forming community, business and corporate ties that will offer financial support. Discussions regarding grant applications and fundraiser planning. Fundraisers can also be organized and shared with other community groups.
 - Formed 90-day work plan following passage of deficit budget. Would like to eventually have community organizer be full time rather than part time.
 - Would like to present amended budget in April or May for the board to discuss.
- Executive Director Report (Text notes also available for more details)
 - At the district council staff meetings, much discussion has been had regarding the coordinator position. This position hasn't been filled right away following the previous person leaving. New discussion focuses on the role of the this person in the future and shaping a job description that fits the needs of Saint Paul's communities.
 - Baker open house had over 200 attendees and it seems that people are happy with the space improvements.
 - Healthy Transportation for All initiative will be focused on pedestrian safety and health. There will be two more meetings coming up at some point in the future.
 - Received Better Bus Stops contract (\$15,000 for organizing work related to bus stops and transportation issues on the WS). This is a great opportunity to reconnect with neighborhood partners. There will also be a small amt of stipend money for youth engagement .
 - WSCO is waiting to hear back regarding specifics of EPA grants with Brownsfield. There will be a meeting later this month.
 - Met Council has also committed up to \$30,000 for culturally competent organizers and facilitation of events including space rental.
- Organizer Report
 - Much time has been spent on community outreach and business organizing.
 - CET grant and Equity Convening (Met Council) grant work as well.
 - Idea: "West Side Rising" to work on first convening of community stake holders that will include discussion equity work and details of improving the West Side.
 - Participating in Better Bus Stops and Met Council work.
 - Floor yielded back to Christine S. to address a couple more ED questions: MNDOT does have financing available for beautification, increasing green spaces and improving community parks. Discussion about how WSCO can regain funding from the McKnight Foundation by focusing on upcoming goals and WSCO's work to effectively improve the community.
 - Floor yielded to Diggitt M., who discussed city council addressing on Wednesday an application for funding from FEMA for bluff work to address unstable slopes and ravines in the area of Lilydale Regional Park.
 - Monica Bravo gave POI: Alice --- would like to present information to RDLU or EJ Committee regarding this matter and other work that will take place in the area. There are several phases of construction work that will be occurring at Lilydale.
 - WSCO will anticipate participating in this work with the city council.

Board Retreat in April

- Schedule check on the date(s)
 - Will anticipate a weekend in April, likely the 30th or 23rd.
- Volunteers for planning team taken down by Krysten R.T. Contact her if interested.

WSCO 2016 Projects

- Grant-funded projects and committee work plans (Table handed out to board re: year's work and focus areas of support)
 - Some work is funded, some is not. Main initiatives include Transportation, Art on the Avenue (July 23rd), SP Brownsfield/EPA, Ongoing Resident and Business Organizing, WSCO Organizational Work.
 - March/April will focus on planning. May/June will focus on organizing and marketing.
 - Discussion of ideas for different methods of fundraising, communication and engagement: Art on the Avenue buzz, Cinco de Mayo, WSCO buttons, wall with WSCO logo where people can take pictures, dunk tank, t-shirts, encouraging block clubs to participate in West Side clean-up (4/30), GOTV work, having welcome information packets available, "What's up West Side?" or other phrase hash tag and postings.
- Where YOU fit in
 - Board members should take time to see what initiatives they would like to focus on for the year and can use the projects table to see what works for them.
 - Organizational work: board retreat, bylaws subgroup will be getting to work, strategic plan needs to be renewed, business organizing.

30-Second Promotions

- Armando L. – Our Lady of Guadalupe Church Taco feed Apr 16 3-8pm (sold out last year); West Side Boosters annual meeting March 19 7pm (social hour at 6pm) at Cherokee Tavern.
- Louis G. – working on westsidemn website.
- Nick N.B. – National Speech Qualifiers last week went well for a student that he and his wife coached.
- Krysten R.B. – Anticipate email regarding upcoming work and events.
- Matt B. – Legislative session started last week.
- Chris K. – Plant will be sold by the end of June.
- Joanna L. – Working on criminal justice issues, including work against the construction of a new juvenile detention center here in the Twin Cities.
- Alicia L. – School to Prison Pipeline/Criminal Justice Reform event Apr 2 at MetroState 8am-4pm
- Monica Bryand – Presented at Como Conservatory about climate change and birds. Is hoping to do another presentation here on the West Side sometime.
- Tiffany S. – Looking to organize some cafes that facilitate discussion about traumatic events, parenting, and other issues. No dates determined yet.
- Carol S. – Looking forward to transportation, organization and outreach work, including West Side Walk, Bike, Roll event.
- Anita S. – Received permits, business will be able to build new patio and banquet room.
- Tawala S. – Kickboxing Fitness Program is starting, open house will be at the end of the month. Music program has a showcase coming up as well.
- Derek J. – Afterschool program at Humboldt is going really well. There will be 25 paid positions here in the neighborhood over the summer for youth, exciting.
- Lewis D. – Planning for TNT over the summer, new partnerships, possibly getting TNT kids involved with the super bowl in 2018.

8:31 pm – Motion to adjourn by Lewis D., second by Matt B. Meeting adjourned.