



Bloomfield Development CORPORATION

BDC Board Minutes

March 23rd, 2022 Notes by Dave Zak

Board Attendance: Kyle Gracey, Jodi Lincoln, Dave Zak, Mike Q. Roth, Vicki Mayowski, Dan Fox, Bruce Chan, Tara Faye Coleman, Maura Bainbridge

Staff: Christina Howell

Guests:

Time Call to Order: 6:34pm

Status: *Approved*

Introductions and Announcements + (Icebreaker): IAR Jodi - Worst, most interesting, or best job?

Resolution to approve _____ Meeting Minutes (didn't have quorum at start of meeting)

Finance Committee: Vicki

- Cash is up from the past few months, received SBA loan - \$150,400
 - A little over 102K in account after paying liabilities
 - 2nd ACCBO for \$15k, up to \$35k to \$50k
 - \$210k total assets
 - Line of credit paid down from \$10k.
- Total liabilities \$234,321.72
- \$8k for sponsorships, \$13k in market vendor fees (anticipated \$10k)
- Revenue for Feb. \$22,841.25
 - YTD loss = 6,420.50
 - \$745 expense for a couple conferences Heather went to.
- Kyle Q - Vicki can you summarize why we don't have budget to actual yet?
 - Vicki - We don't have the budget in Quickbooks yet, this came up at the last finance meeting. Aurora mentioned there might be a better way to do it than line by line in Quickbooks. It's a transition issue.
 - Christina - update on this, we started doing it and found inconsistencies in the account codes between quickbooks and budget cash projection. Consultant line, professional services line, etc. Some are condensed in the budget and some are further changed in the cash projection. This likely happened last year. This will be sorted out by the next meeting. Aurora is about 70% done, have to make sure the actual expenses lineup where

we have it budgeted. There's about 12 different account codes that we use regularly that are incorrect, it's a cleanup process and Christina's made it clear we need to have a budget in Quickbooks.

Executive Committee: Kyle

- In coordination with IAR, we're moving forward with board recruitment. We need to have candidates lined up and ready to vote on by June. Timeline here - https://docs.google.com/document/d/1g_wY86Eac7M8aEvWvWnDKLO0jsOI6UnhbPO-I9Q2Uo/edit
 - Starting to get ads out in the bulletin, some other things that need to go out.
 - A recruitment event in April, + mailchimp list, people who have individuals in mind and will reach out to them, also asking for ideas of people to contact.
 - Late April early May recruitment event @ Trace Brewery.
 - April and May will be the big push.
 - June 1st planned deadline for board nominations.
- Recruitment strategies here - https://docs.google.com/document/d/1UHTSe9fmxtZYySIWKYAmo3V_bxFOT3Gp78C62L1BcY/edit
 - Kyle asked for any additional ideas, feel free to add them to the doc.
 - Social media posts, bulletin ads, asking all board members who use social media to like and reshare / promote.
 - Flyering in May, Trace event in May - think about someone who might be interested.
 - Also farmers market social media
 - Looking for any connection to local schools, parents are a potential source for board members.
 - Mailchimp recruitment by Jodi, including job description, some edits from last years - <https://docs.google.com/document/d/1jrMILf-WfeH0ENDd5wQKxWYvZMvTa8YsIOuLaReooyk/edit#heading=h.ucn46c8ysaw>
 - Any suggestions or glaring errors? We want to finalize soon.
 - Kyle asked for any questions on recruitment plan or ads?
 - Q - How many spots are we trying to fill this year?
 - Jodi - 3 to 7 spots, lots of opportunity.

Intersectional Anti-Racism: Jodi

- Change to talk about the role of BDC in labor movements, people pushing back against poor conditions.
 - Inspired by Starbucks Unionization efforts, BDC did put out a statement praising their efforts.
- Wanted to have a conversation about how this fits into our mission and if we want to make it part of our strategic plan? Should this continue into action items?
 - Think about in the context of unions but also pay equity, and people going on strikes, and relationships with employers. Not JUST about organized labor.
 - Q - clearly some value for us supporting people who work in our community and their jobs aren't paying them enough to live here, that's a problem. Some

connection there, but not sure what bandwidth we have to do additional work or agenda. Certainly an interesting conversation to have, we talk about affordability, quality of life, and comes around to have jobs that pay well and treat you with respect.

- Christina - Good time to mention, one of the reasons she joined the PCRG board b/c there was an opportunity to drive the new strategic plan, first one with current ED. Part of the small steering committee, they decided to dig more into workers rights and income levels for our residents. If we're not doing that, then our convos about creating new home owners and keeping people in the city, then we can't make meaningful movement on. They've been putting a lot of working and energy about how to advocate and work towards those goals, and capitalize on the relationships PCRG has with corporations, banks, and elected officials.
- Kyle - certainly fits in our mission and aligns with our intent, we do have an obligations to residents and other folks who are part of this community. Doesn't have clear answers on best way to do this work, in a resource constrained effort, looking for low cost effective ways to support people who work or live here or both. As we get closer to strategic plan, we should be thinking about any potential opportunities to build new opportunities. There is funding for this kind of work out there, potential untapped resources to bring in, even though it's a little less common for a CDC compared to other orgs focused on advocacy. This aligns with our mission.
- Jodi - My comment @ IAR, would love to see this as part of our strategic plan comments and questions. Would be great to get community feedback on this, would love to get some data on what companies in Bloomfield are paying. Even if this doesn't become it's own section, I think it fits into housing affordability like we already mentioned but also part of the business district. Fits into our engagement with new businesses that move into the neighborhood and pair them with landlords. Ask them about their pay expectations, communicate what's needed to live in Bloomfield, maybe it means doing education. "If you pay less than \$10 per hour, you're going to have high turnover" and here's the data, and if you pay over X you'll have less turnover.
 - Jodi - One thing to add, if we fit this into the strategic plan, it's one thing when there's folks organizing @ Starbucks, it's another when business owners are also part of the community. Power dynamics align us with workers over business owners, there could be some tension between us and local small business owners that becomes a factor.

Fundraising: Dave

- Planning a social media video similar to Abi's initiative last year
 - Asking vendors what they're most excited to share with customers this year. Will edit into a short video and include language about the BDC and a donation link.

- This will be timed with similar Farmers Market promotion around the same time, aimed at the launch of the Summer Market in early May.
- Kyle Q - Is there anything the Fundraising Committee needs from the board?
 - Send out an email with all the links which makes it easier to like and share.

Business District Committee: Maura

- Wanted to talk about 2nd Saturdays, that happened earlier this month.
 - Christia - It snowed a ton that day, Morgan reached out to more business to get more happy hour specials or maybe book a musician, bake cookies, whatever we could get them to do.
 - Looking forward to next month's 2nd Saturday and hoping for better weather.
 - Jodi - Might be worth thinking about First Fridays and putting some flyers up on Penn Ave.
 - Christina - just talked with them about it, planning a day where all 3 orgs in bloomfield and garfield come together and do programming.
 - Jodi - If we get some specific events like happy hours etc, it'd be worth promoting it and making it a part of the outreach.

Property & Planning Committee: Bruce

- For this month we're talking about our approach to open space in Bloomfield. Jenn on our committee, who used to be on the board, is also an architect and cmu professor.
 - Gave a presentation of her work from ~2010 on her strategic plan for Bloomfield.
 - Bruce can forward if you want it.
 - Gives people an example of what her and her students envisioned for the Blomfield Rec center by the Bloomfield Bridge, gave the committee a lot of ideas of what could be imagined.
 - Tried to identify quick fixes and low hanging fruit. Something that could be quickly done like painting a mural and fixing things. Or long term plans like fixing parks.
 - Bruce wants to plan a walking tour of our 4 parks with the committee, everyone here is welcome to join. And ask people to think about what's the spirit of these open spaces?
 - This goes a little bit into that we want to do outreach, create a way to talk to neighbors about their thoughts on open space. Either a questionnaire or some kind of exercise around the new benches.
 - Discussed holding some kind of celebration around when the benches are installed. "A bench warming" (comment from Maura).
 - Maybe comically large scissors, or maybe a passport inviting people to visit each bench.
 - Could this align with a 2nd Saturday?
 - Christina - This is planned for late April, planning to pickup benches via Uhaul to save on shipping costs.

- BDC is installing them and not the city, Jason Christina's husband will be installing them pro-bono and has installed them in the past. This will happen asap when we get them.
 - The point is having public outreach about public spaces and educating people, like how benches are actually also part of public space.
 - Bruce asks for comments?
 - Maybe getting a local celebrity to come sit @ the bench.
 - Tom Savini?
 - Tara agreed to help
 - Opportunity to coordinate with fundraising and business committees.
 - Bruce also mentioned Ad Hoc Shur Save committee, meets every two weeks.
 - Hammering out a list of asks for the developers.

Staff Updates: Christina

- Adding Shur Save Ad Hoc to updates since good convos are happening.
 - Asking for more affordable housing in the development.
 - Bridgeway Capital will help nonprofits to bring more funding to the table to for profits to ensure affordable housing.
 - Proposed to Echo Realty waiting to hear back.
 - Also talked about parking
 - We are starting to put together a strategy around parking for this particular development and piloting that for neighborhoodwide for future developments. There will be underground parking, a cost around \$30-\$60k.
 - One 1 bedroom unit costs about \$250k, it doesn't cost much parking to equal a few more affordable units.
 - Structured parking in the east end is roughly 70% full, they are under-parked.
- Late breaking news is that inclusionary zoning final vote April 5th @ 1:30pm.
 - Thanked Jodi for joining at the hearing today.
 - Trying to get as many people out to these zoning meetings as possible.
 - Are there two people you can forward an ask to testify?
 - 1:30pm on April 5th.
- Christina asking for feedback - in talking with Main St. businesses in coordinating, "The Main Event". We'll be closing the street and closing a street near Community Market to bring in more businesses and a real community celebration. The date folks have identified as best is Oct. 8th, basically the Saturday of the Columbus Day Parade.
 - Columbus Day Parade hasn't submitted their permit yet.
 - We'd like to submit our permit asap, closing both Main St and Liberty Ave is unadvisable.
 - We'd like to time this up with 2nd Saturdays.
 - Questions about the date for the event? What folks think about that? Doesn't want to move forward without support of the board.
 - Dave Q - Is the point to openly antagonize the Columbus Day parade? If no, then why not move to September?

- Christina - No, not trying to openly antagonize, we did receive split support when polled the community. We heard from businesses that date is ideal, good for skate ramp, and other events.
- Kyle Q - My feeling is we should do it that weekend if the people who are participating and benefit from, if it's serving them then we should listen. The whole point of the permitting process is to pursue these events.
- Q ... Q - Despite our intentions, it'll be viewed this way by those who want to do so. Not sure what the best way to react, agrees with Kyle if the businesses are saying this is the best weekend, then we can listen to them. But also doesn't see the value in creating conflict where there isn't any. Regardless of our intentions, it'll be seen that way, doesn't know how best to deal with that.
- Dan Fox Q - Is this going to be a rain or shine event?
 - Christina - that's the idea, the permitting process allows for a small grant that helps pay for or cover the cost for police needed to work cross streets and toilet rentals. That can run out, which is why we want to get the permit in asap. We'll have a rain plan to keep the event that day, less open air events and instead have tents. A lot based on sponsorships and businesses want to contribute but no convos about totals, very early planning stages.
- Jodi - One thing that might help to make it seem less in competition is if we make it start afterwards, like it's a continuation.
 - Christina - we can promote this event without mentioning the Columbus Day parade. Sat morning traffic isn't like rush hour traffic. Still possible we could have both.
 - Dan Fox Q - Do they use Main St at all?
 - Christina - No, they can setup without interfering with Main st.
 - Maura - I don't think we should edit our actions to deal with Columbus Day.
 - Q - It's also a market day, the Columbus parade started and ended during market time last year. If the Main Event isn't happening until later, we can market it as an after Market event.
 - Maura - We have to consider safety, maybe if people are coming directly after Columbus Day parade some people wouldn't want to attend.
 - Christina - thanks everyone for feedback, a lot of points we didn't consider.
 - Christina - wanted to update everyone that Jim Rodgers that of the 8 being investigated, 5 officers were fired and 3 reinstated with intensive training requirements. First time in the history of any attack and murder of a BIPOC, that such a strong action was taken. Sam and Christina considering posting something on social media.
 - Jodi - Gainey did not announce the names of anyone involved but they legally can. Police union announced they're going to appeal to the arbitration, which usually face the the

Announcements: Kyle

- Jonathan has resigned from the board due to too many professional requirements.
- Christina - tuesday april 5th, 1:30pm. Register in advance up to the day before.

- Gratefully on our Saturday Market break, Summer Market launches May 7th.
- 2nd Saturday in April..

Motion to adjourn: Kyle @ 8pm