

Linden Hills Business Association
Member Meeting Minutes
March 16, 2011

Meeting started at 1:00 p.m. at Famous Dave's.

LHBA hosts 6 annual member meetings – one every other month. Three like this one – late lunch with business focus for one hour; three like the member social that was hosted by Zumbro Café in January. The next meeting will be in May in the “social” format. Details on place, time and date to be announced.

There were about 30 members present today. Each introduced themselves and their businesses. New business presentations were made by: Teresa of Natural Homeopathy, Kim of Naviya's, and Dierdra of River Chocolate. Tilia is open for business and is owned by Steven Brown who will join at another meeting. Gregory of Uniquely Yours Jewelers has opened his new storefront next to Clancey's. And Lisa will be opening a new children's store at the former Wonderment location. Please make a special effort to welcome all of our new businesses.

LHBA is growing to fully include all businesses from 44th & France to 43rd & Upton to the band shell. There is much to gain by working together in several focus areas – including the following marketing and promotional opportunities:

- 1) Web Site – all businesses in the node will appear on the website LindenHillsVillage.com. Members have added benefit of an active link to their own website.
- 2) Social Media – Member businesses are invited to Tweet and Facebook to LHBA's growing base of followers. E-mail your “Tweet-able” message to LHBA coordinator Libby Rahn at lindenhillslhba@gmail.com
- 3) The Directory – its got the band shell schedule, its got business contact info conveniently listed, people use it, advertisers love it, circulation is increasing to 10,000 this year, and home distribution will include all of Linden Hills, Edina Country Club, and Fulton from 47th to 50th. Advertising profit stays in Linden Hills. Ads run from \$300 to \$11,00. LHBA members save 10% on these rates. This will publish in the 2nd week of May. Questions to Libby at lindenhillslhba@gmail.com

How will your business participate during the Linden Hills Festival on Saturday May 14th? The Festival is at the Park on Sunday, and people are shopping all over the district on that Saturday -- and many businesses bring it out to the sidewalk. Thanks to Bob Bayers for organizing Saturday's fun. Tell Bob what your plan is that day for a free mention in the Festival Insert being sent out in the LH Line. E-mail your plan to Bob or Libby at lindenhillslhba@gmail.com

Felicity Britton announced that many businesses are pledging to compost their waste. Linden Hills Power & Light has great laminated window posters for participating businesses. Jump on board this growing trend that further sets Linden Hills apart. LHP&L also has an exciting fundraiser coming up featuring Kevin Kling. Contact Felicity at info@lhpowerandlight.org

Patrick Sarver and other neighbors are spearheading efforts to replace our long dilapidated tennis courts at Linden Hills Park. \$200,000 is being raised. How can we all support this effort?... put up a sign, make a pledge, encourage our customers to pledge, attend the upcoming pancake breakfast fundraiser at the Lake Harriet Masonic Lodge? Please contact Patrick at www.lindenhillstenniscourts.org

The meeting ended at 2:05.

End.

Membership dues for 2011 were provided via a master invoice. For a copy, please contact markdwyer1@mac.com. Businesses are invited to remit payment by the end of February. In 2010, LHBA leveraged \$3,000 in collected dues into \$40,000 spent on events, advertising, expanded web-presence and other actions that promote Linden Hills to the broader community. Please support the neighborhood and become a member.

Thank you Bryce for introducing and running this year's big holiday attraction – the 75 ice globes lanterns and sculptures. Thanks to all the business owners who maintained their globes by clearing snow and lighting them nightly. Kudos to Pixie Song for their great Reindeer Day – and first annual Reindeer Night – production. Hats off to Linden Hills Dentistry for the beautiful improvements to their building exterior.

Welcome to our new business owners in attendance: Benjamin Brown and Laura Free of Spring Salon Spa, Teri Rose of Perfectly Produce. Congratulations also to Greg Brassil for soon-to-be added first floor retail to his jewelry business. A special welcome to Kim and Naviya who could not attend tonight.

Member meeting minutes will now be posted on the new LHBA website. Also added is a link to financing programs offered by the City of Minneapolis to small business. Thank you Christina and Kelly at Style Architects for managing the site. See Lindenhillsvillage.com.

Now we can tell people about the expanding composting effort being made in our commercial district. Contact Linden Hills Power and Light for your “We Compost” window sign: Info@lhpowerandlight.org Thank you Tom Braun and Felicity Britton for producing these great signs of the times!

The LHBA “Social Hour” was a big hit and will happen again this year. Until then, the next member meeting will be: Wednesday March 16, 2011 at 1:00 pm at Famous Dave’s.

End of Minutes.