



Mount Pleasant Business Association

Meeting Minutes

Wednesday, September 1, 2010
9-10:30AM Don Juan Restaurant

President Alex Kramer welcomed attendees who then introduced themselves briefly.

The agenda was approved and the treasurer gave a brief report on account balances. The project account (FY2008 Grant) has \$14,899 and the membership account has \$10,820. MPBA expenditures have been low from April to August because the FY2010 grant for Small Business Assistance is covering staff hours. Members discussed the need for fundraising including membership dues and drive for the fall.

Guests

Mid-City Business Association

Director Natalie Avery talked about successful corridor promotion activities, in particular the Dog Days of Summer Sidewalk Sale. This event started ten years ago and is it now brings sales higher than the December holiday season for some participants. The Association spent \$7500 in marketing this past year. They have also invested in a public relations firm for \$5k a year. Sponsors include business members and other large companies. The sidewalk sale is marketed as an experience, with a festival-like atmosphere.

Preparation starts early in the year to get buy-in from as many businesses on the 14th and U corridor as possible as well as local theaters. Key to success is that all are working together. Hardest activity is getting participants to decide what their sale or activity will be. Positive outcomes are that it is a community builder; participants feel they are investing in themselves, and they work with resident/civic associations. Activity does not include a fundraising component.

Fiesta DC Festival

Fiesta DC Board Members Ivonne Rivera and Alice Higgins presented overall plans for the September 26 festival including the layout and traffic circulation maps, hotline and magazine ad opportunities. They also requested assistance with contacts for Green Team Assistance for additional street clean-up of the corridor and side streets.

MPBA a) asked for complementary booths for MPBA members; b) offered to provide them with a list of members and a draft booth application; and c) made recommendations.

Fiesta DC representatives planned to go door-to-door to talk with business owners.

Administrative Coordinator is Erica Marine and Director is Narciso Chavarria and office number is 202.232.4393, more info at www.fiestadc.org

DC Police Dept. (MPD)

Lt. Micah Pate, two sergeants and Officer O. Torres (daytime patrol shift) visited the meeting and took note of Mt. Pleasant business concerns. Merchants on both sides of the Mt. Pleasant and Park Road



intersection have seen a spike in shoplifting, bike theft, minor vandalism and drivers running red lights. They requested the officers visit their shops to provide more details

MPBA Project Business Updates, Announcements and News

Free Small Resources in September:

–DC Bar Pro Bono Program’s monthly clinics, meet with a lawyer for free on September 22 at Reeves Center from 5:30 to 7:30 pm.

–Mt. Pleasant Small Business Assistance Program still has resources for additional businesses on the corridor, see flier or website.

–Promotional opportunity September 11 at Lamont Park with last movie of the 3rd Annual Movies in the Park series. Free product sale or info tables for members.

Meeting participants: Alex Kramer, Alberto Ferrufino, Oswald Cameron, Veronica Hernandez, El West Manager Carlos, Jean Lujan, Barbara Cameron, Elizabeth Shrader, Neftali Melgar, Lt. Micah Pate and other officers, Natalie Avery, Ivonne Rivera, Alice Higgins, and Gabriela Mossi.