

# July 2008 **SCCA NEWS**

Seward's business community.



## July Meeting Notice

**Wednesday, July 16, 2008 / 11:45am - 1:00pm**

**Vine Arts Center / 2nd floor of the Ivy Building  
(2637 - 27th Avenue South)**

Presentation by **Minnesota Waste Wise**: In March, we published a short article about this program which performs "waste audits" to help businesses reduce waste and save money. A few Seward Businesses, including Coastal Seafoods and Dero Bike Rack have tested this service out. This month, Kate Worley will give us some general tips about reducing waste at our small businesses and let us know how to use their program.

To RSVP, please contact Mary:

Mary Gaytan: 435-0280 / [mary@sewardredesign.org](mailto:mary@sewardredesign.org)

Lunch by New French Bakery is \$10  
(please note new lunch price)

**Sustainability Committee**: For business owners who are particularly interested in waste reduction and other sustainability-related issues, several members of SCCA have recently formed a special committee. So far, we have been discussing water issues, composting and a future Seward shop-local campaign. If you are interested in becoming a part of this group, contact Katya Pilling: 435-0276 / [katya@sewardredesign.org](mailto:katya@sewardredesign.org).

## Name Change and Social

The Cedar-Riverside Business Association recently renamed itself the West Bank Business Association. For our August meeting on August 20th, we will join our newly renamed neighbors for a social at Acadia Cafe. Acadia (formerly located at Nicollet and Franklin) moved to the West Bank earlier this year.

Watch for details about this meeting in the August SCCA News.

## SCCA Board of Directors

**Jim Welna**  
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Welna II Hardware

**Jackie Salisbury**  
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**Chris Johansen**  
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**Rick Siewert**  
Siewert Cabinet

**Tracy Singleton**  
Birchwood Cafe

**Hans Steege**  
Dero Bike Rack

**Suzanne Weinstein**  
Coastal Seafoods

## SCCA Mission Statement

The mission of the SCCA is to provide a forum for Seward area businesses to plan, discuss, advocate and network for mutual benefit.

## June Meeting Notes

Last month, about fifty SCCA and LBA members gathered at Becketwood for our Annual Legislative Review. We heard from State Representative Jim Davnie and City Councilmembers Cam Gordon and Gary Schiff.

Jim Davnie led things off with an overview of the 2008 Legislative Session. In general, Davnie was pleased with the 2008 session. The legislature worked together well and finished the session on time. Some highlights relevant to Seward businesses include:

- Local Government Aid (LGA) has been restored! This state funding helps the city provide services (like police) as well as infrastructure maintenance (like pothole repair and lane-striping.)
- Because of a proposal by Cushman Motors, (a Seward Business that sells the electric "Zenn Car"), the speed limit for electric vehicles on city streets has been increased to 35mph, making them a more viable transportation option.
- A "Green Jobs Task Force" has been initiated to position Minnesota at the forefront of our changing economy.
- A provision requiring health insurance companies to make employers aware of low-cost health care plans was passed. This will help small businesses save money on health care by giving them the flexibility to choose policies that are best tailored to the needs of their employees.
- A significant transportation bill was passed. This bill included a .25% sales tax in the metro area for transit and a gas tax for road and bridge funding. The improvements to existing infrastructure and transit that this bill will make pos-

sible will be good for the urban core.

- The Mall of America financing plan was revised to limit taxation for the expansion to the Mall itself and neighboring businesses that will benefit from the expansion.

Cam Gordon was happy to announce that Transit for Livable Communities is considering 29th Avenue as the first location for a bicycle boulevard\* in Minneapolis. This project was chosen because of its extensive connection to existing and planning bicycle infrastructure. It will also connect to the new Seward Co-op.

In answer to a question about improved stoplight-timing on Hiawatha, Gary Schiff shared an interesting story about why the lights are timed the way they are. The federal earmark that helped fund the Hiawatha LRT was tied to a specific type of stoplight-timing software that is not programmable. The person to contact to push this problem to be fixed is Congressman Keith Ellison.

A question about how the city and state work together spurred an interesting discussion. Many business owners have encountered conflicts between city and state requirements that can cause permitting issues. Schiff is part of a group that is doing a comprehensive re-write of city regulations to make things easier for businesses.

\* A "bicycle boulevard" (also known as a bike-walk street) is a street that is designed to maximize the safety and pleurability for bicyclists and pedestrians while still allowing car traffic and on-street parking.

## Seward “Shop Local” Promotion:

Jon Novick, owner of Fast and Furless (the vegan emporium that recently moved to Franklin Avenue) would like to coordinate a promotion event for Seward. Participating businesses would each offer a deal that would be advertised on a single card. (For instance, Fast and Furless would offer a buy one, get one free deal for lip balm with sun block). Folks could bring these cards to each participating business to get the deal and/or get their card stamped/punched. Anyone who gets their card punched at every location could turn it in for a drawing for a gift certificate. Each participating business would offer one gift certificate as a prize.

Would your business like to participate in this promotional event? Contact Jon: 612.333.2756 / jon@fastandfurless.com

## Franklin Avenue Planning Update:

We are currently putting together a booklet that summarizes the values and test-project ideas that have come out of our task forces. We will start testing ideas later this summer but are seeking wider community comment first; sometime in the next week you will start seeing these booklets at various locations in the neighborhood (salons, coffee shops, etc.) for you to peruse and leave comments. If you own a business or property on Franklin Avenue, we will be hand-delivering a copy to you (if you don't receive one, please contact emily@sewardredesign.org to let us know). You can also see the images at the Franklin Avenue blog: [www.franklinavenue.us](http://www.franklinavenue.us).

## The Hunt for Home-Based Businesses

In last months' newsletter, we introduced Tim Weaver, the student intern who is spending this summer compiling a comprehensive list of businesses in Seward. He has been able to access data from UMN that has given him a good start at identifying businesses that own or lease space in the neighborhood. However, one thing we have asked him to do is track down home-based businesses - these are not represented in UMN's data. We know that Seward is full of home-based businesses ... contractors, landscapers, people who live in the neighborhood and use 2nd Moon as an "office", etc. ... but we need help finding them.

What home-based businesses in the neighborhood do you know of? Please pass them on to Tim: [sri@sewardredesign.org](mailto:sri@sewardredesign.org).

## BCED Computer Classes.

UMN's Office of Business and Community Economic Development offers computer classes for small business owners and non-profit organizations.

Seward Redesign employee Katya Pilling recently took the Advanced Excel class and says "its great!"

A variety of classes start later this month.

These include:

- Advanced Word
- Advanced Excel
- Dreamweaver
- Quickbooks

For a class schedule, see the BCED site: [www.bced.umn.edu/IBM-Lab](http://www.bced.umn.edu/IBM-Lab)

Have you taken a class or encountered a resource that you think would be helpful to other Seward businesses?

Please share!  
email [emily@sewardredesign.org](mailto:emily@sewardredesign.org)

# Member Updates

## July's Featured Business: the Sierra Club

location: 2327 E Franklin Ave

hours of operation: 9 - 5 (or more)

interim chapter director: Margaret  
Levin

years in this location: 5

number of employees: 11  
(plus summer interns and  
regular volunteers)

for more info: 612.359.6124  
stacey.kawakami@sierraclub.org



*Sierra club staff in their new space*

The North Star Chapter of the Sierra Club is growing. Last month, they expanded across the hall in

their space at the front of the Shabelle Grocery building. This expansion allows them to accommodate the extra employees they have hired for some new campaigns the organization has recently brought to Minnesota as well as helping them rev up for the 2008 election season. In addition, they are now able to accommodate more volunteers.

When they expanded, Sierra Club tried to keep their build-out green. This included using all low-VOC paints and installing recycled carpet tiles.

The Sierra Club is a non-profit organization with a history of grass roots involvement and volunteerism. They will celebrate its 40th Anniversary on November 16th. The North Star Chapter focuses on Clean Air, Clean Water, Global warming and Public Land. This last topic includes protecting open space, advocating for better growth patterns, public transit, parks and forests.

Aside from settling into their new space, the Sierra Club looks forward to continue its efforts to push the Minnesota Legislature on their core issues. They are especially focused on global warming and hope to become a leader in this area.

The Sierra Club likes being in Seward because it is a great neighborhood in a central location. Their events draw volunteers from across the metro area so being accessible is important. They especially like being near 2nd Moon and the Seward Co-op.

Currently, the Sierra Club has partnered with several other non-profits to organize a "Green Jobs Rally" This event will take place on Sunday, July 27th from 1 to 4pm at Saint Paul College. To find out more, stop by the Sierra Club or contact [jlow@bluegreenalliance.org](mailto:jlow@bluegreenalliance.org).

The Sierra Club Wish list for their new space:

- nice, activist oriented wall art
- nice, nature-oriented wall art
- new toaster or toaster oven
- small set of ceramic plates
- small set of silverware
- hardy, low-light houseplants
- oscillating fan
- dividers
- vacuum cleaner
- new coffee maker

## Congratulations to Siewert Cabinet!

**SAFETY • HEALTH • EXCELLENCE**



**OSHA • MANAGEMENT • LABOR**

Siewert Cabinet and Fixture Manufacturing recently received recognition from MNOSHA for being an exceptionally safe and healthy workplace. Siewert is the 29th Minnesota business to go through an 18 month process to take their safety and health programs above and beyond basic code compliance through the Minnesota Safety and

Health Achievement Recognition Program (MNSHARP). This process involved interviews with almost every employee, extensive documentation of safety programs, and changes to the physical environment and maintenance programs. (To learn more about MNSHARP, see [www.doli.state.mn.us/mnsharp.html](http://www.doli.state.mn.us/mnsharp.html).) To check out the great things that Siewert makes in its safe and healthy shop, go to [www.siewertcabinet.com](http://www.siewertcabinet.com).

## What is a SwirlyGig?

### an introduction to SwirlyGig Industries

Several years ago, musician and graphic designer Sid Tincher turned a good idea into a business. Since then, her SwirlyGigs - Minnesota-made cup holders for microphone stands - have been appreciatively adopted by musicians all over the country. Recent celebrity endorsements include Al Jardine of the Beach Boys, Melissa Etheridge, and countless Minnesota artists. SwirlyGigs also work well with wheelchairs, lawn chairs, strollers, or items with standard tubing.

Visit [www.swirlygig.com](http://www.swirlygig.com) for more info.

A SwirlyGig ----->



## Welcome to the Member Update section!

In this new section of the SCCA News, we share highlights from some of our member businesses. Each month, one member will be our primary feature, and we'll hear quick updates from other businesses. We'll also try to introduce you to some of the lower-profile businesses in the neighborhood that you may not hear about elsewhere.

If your business would like to be one of our upcoming featured businesses, OR, if you have a quick update to share, please contact Emily: 435.0277 [emily@seware-dredesign.org](mailto:emily@seware-dredesign.org)

New Logo!  
SCCA member Jenny Larson Communications has created a new logo for the organization (see banner on front page). Thanks Jenny!

**Thanks to contributing SCCA Members in 2008!**

Morningstar Coffee \* CommonBond \* CCI Properties \* Ariel Inc \* Coastal Seafoods \* United Noodles \* Fairview Data Center \* At Last Gourmet Foods, Inc \* AllWeather Roof \* Imagin Studios \* Seward Coop \* Seward Inc. \* Welna II Hardware \* Movement Art Center \* A-Craft Windows \* Charles Levin Architects \* Beaupre Aerial Equipment \* Community Connection Partnership \* Kraus Anderson Construction Co. \* Employment Action Center \* Whiskey Junction \* Buck Bros. \* Riverton \* Back to Health Chiropractic & Massage Studios \* Sierra Club \* Swirlygig Industries \* North Star Chapter \* Northern Clay Center \* Jenny Larson Communications \* Perry Caranicas \* CaptionMax \* Kaufman Sheet Metal & Roofing \* Twin City Filter Service \* U S Federal Credit Union \* River Realty \* Triangle Park Creative \* Lehn and Posl \* Zipp's Liquor Store \* Baker Bearing \* Jim's Barber Shop \* True Thai \* Hiawatha Metalcraft \* Minneapolis Speaker Company, Inc. \* Digigraphics \* Gamber Roofing \* Hiline \* Derovations Corporation \* Crown Video and Tanning \* Keefer Food Court \* Partners Three Consulting Co \* Cushman Motor Company, Inc. \* Worry Free Enterprises \* Close Associates Architects \* Mack Engineering \* 180 Design Group \* Birchwood Cafe \* Minneapolis Riverview Lions \* Infinite Real Estate Group \* CB Richard Ellis \* University of Minnesota \* Hayat Beauty Salon

Seward Civic & Commerce Association

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