

August 2009

SCCA NEWS



The food, garden and ... gas issue.

www.sewardbusiness.org

August Meeting

Economic Stimulus Opportunities for Small Businesses
by Kristen Guild, City of Minneapolis and Dale Peterson, Small Business
Administration Lender, Bremer Bank

Join SCCA members for an informational conversation on the opportunities available to small businesses in the economic stimulus package as well as stimulus related changes pending to SBA loan programs.

Wednesday, August 19th, 2009 / 11:45:am – 1:00pm
At Redesign, Inc. / 2619 E Franklin Avenue

Pizza Luce IV will provide lunch.

To RSVP, please contact Megan: 612.435.0279 / megan@redesigninc.org
lunch is \$10

July Meeting Notes

Presenter: Local politicians
Location: Seward Co-op

As Sean Doyle, the Seward Co-op's General Manager, welcomed SCCA members gathered in the Co-op's outdoor seating area, he thanked the Mississippi Watershed Management Organization (MWMO) for a grant that has helped fast-track the Co-op's stormwater management goals. Because of this grant, the Co-op has been able to compress a four-year implementation plan into two years.

After eating food from the Co-op's deli, we took a tour of the rain garden, led by the projects' landscape architect, Don Colberg, and gardener, Russ Henry (Giving Tree Gardens).

On a conventional property, rainwater that lands on impervious surfaces (like asphalt parking lots and building roofs) runs off the site, down street drains, through underground pipes to the river. The pollutants that this water picks up along the way (like salt, motor oil, and fertilizers) are shuttled straight to the river without treatment.

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2009 Board of Directors

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United Noodles

Monthly Meetings are held on the 3rd Wednesday of each month from 11:45 - 1pm.

Upcoming Dates:
August 19th
September 16th
October 21st

Fresh Food, Just Across the Bridge

Augsburg College, 221 I Riverside Ave S
by Megan Sheridan

The bridge that connects the Seward neighborhood with the Augsburg College campus and the Cedar-Riverside community is less than appealing. With eight lanes of traffic whizzing by below and a weathered look to the structure, I generally find myself quickening pace to reach safe ground. The big-bad Interstate 94 undoubtedly acts as a significant barrier between our communities. This summer, though, I have new incentive to brave the bridge, to connect with our neighbors, and witness an entrepreneurial revival - fresh food.

There is nothing greater than our relationship with the food we eat. Meeting the person who cultivated and harvested your soon-to-be meal and seeing your dollars go directly into their hands certainly evokes warm-fuzzies (an incredibly simple, yet truly effective marketing strategy). We know this because we have seen the success of the Mill City, the Downtown St. Paul and other large farmers markets in the Twin Cities. But what about the people who don't necessarily live in or have access to the affluent communities where these markets flourish? Where do they get their fresh produce? It was out of the answers to these questions that the Mini Farmers Markets were born.

Brian Noy began the Mini Farmers Market program - his quest to make fresh, local foods accessible to populations in Minneapolis that are often left out - in 2005 as an intern with the Institute for Agriculture and Trade Policy's Local Foods program. Today, he is coordinating one of 12 mini markets in the City of Minneapolis in the heart of the Augsburg College campus, just a ten minute (albeit slightly intimidating) walk from Seward.

Mini Farmers Markets are hosted and managed by local community organizations and are typically located in 'food deserts' or neighborhoods with limited access to healthy foods. These small-scale markets are made possible by a 2007 City Council approval of the 'Local Produce Market' permit, allowing five or less vendors to establish a market without the time and the cost generally associated with farmer's market licensing. Big farmer's markets involve a lot of bureaucracy, Brian told me, "mini markets have more of a community feel - they are essentially the recreation of the farm stand."



Chue and Stephen selling their produce

In addition to providing a low-cost venue for farmers to sell their produce, these markets are authorized to accept FMNP (Farmer's Market Nutrition Program), WIC (Women, Infants and Children), and NAPS (Nutrition Assistance Program for Seniors) coupons, ensuring accessibility. Mini Farmer's Market vendors also donate fresh produce to food shelves, often providing the only fresh fruits and vegetables available to those in need of food shelf assistance.

The Augsburg mini market is an initiative of their Campus Kitchen program. This program consists of gardening and nutrition education for local youth in nearly 40 plots of their community garden.

The West Bank Farmers Markets

Every Tuesday thru October

Brian Coyle Market at Community Center: 10am-1pm

Augsburg College Market at Foss Chapel: 2pm-5pm

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MN Green Group Plant Donations

from the Minnesota Horticultural Society

by Megan Sheridan

When I strolled into the office one Friday morning in late June, I found a new forwarded message in my inbox. For weeks, I had been searching for a way to get free plants to business owners trying to spruce up their buildings, sidewalks and boulevards throughout the neighborhood. There it was, the message I had been waiting for – “Free plants! Orders needed by 9:30 am Friday.” Oops.

Many of you may have noticed my hasty email message that followed, proclaiming: “FREE PLANTS!” To my surprise, many of you also hastily responded within the 30 minute timeframe proclaiming: “Yes! We want free plants!” Fifty plus flats in all were ordered that morning.

So how did we get all of those free plants? The MN Green Group, of the Minnesota Horticultural Society, makes plants available at no cost throughout the year to members who use them in public spaces, thanks to sponsors like Bachman’s. Public space is loosely defined as areas that will have a public impact, including hanging baskets, planters along sidewalks and boulevard plantings – as long as the flowers make a visible impact on the street and in the community, the MN Green Group will support our endeavors.

To see the significant value added to our neighborhood businesses, sidewalks and streets, check out Crown Video and Tanning, Dave’s Riverside Shell Station, Woodland Stoves and Fireplaces, Welna II Hardware, Siewert Cabinets, True Thai, Hayat Beauty Salon, the CommonBond properties and the Ivy Building for the Arts. These are the businesses that took advantage of this offer and are already reaping the benefits.

Keep your eyes peeled and your ears open for word on more plant donation yet this summer/fall and again next spring. I can at least promise more notice than a half hour this time...but make sure to check your email often so as not to miss out on these opportunities.

Will Allen is Coming to Town!

Little Earth of United Tribes, 2438 18th Ave S
Women’s Environmental Institute Press Release

Join Will Allen (Founder & Executive Director of Growing Power, Inc in Milwaukee), the Little Earth of United Tribes community and the Women’s Environmental Institute on Wednesday, August 19th at 6pm for reception to kick off the Urban Farm Project at Little Earth. The event will include a food justice presentation from Will Allen, a tour and ground breaking for the future compost and hoop house project.

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Seward Sandwich Signs

Get connected with the neighborhood while promoting your business with a **Seward Sandwich Sign**.

The City of Minneapolis Great Streets funding and SCCA are subsidizing the cost of 20 sandwich signs to be sold to local businesses at a reduced price.

The bottom third of each sign will be painted by local artists using the ‘be SEWARD’ design. The top 2/3 will be a chalkboard that you can customize.

20 businesses will be drawn to purchase these signs for \$70 (non-members \$95)

Signs will also be sold at full price (\$160) to those who are not drawn.

Please respond to Megan by **Wednesday, August 12th** to enter in the drawing.

Write an SCCA Newsletter Article!

Is there a business in Seward that has always intrigued you? Interested in getting to know what goes on inside other neighborhood businesses?

If so, you would make a perfect author for an SCCA newsletter article!

No writing skills necessary, just an interest in your fellow business owners

contact Megan: 435-0279
megan@redesigninc.org

July Meeting Notes *continued from page 1*

Don Colberg explained how the Co-op site is different; the goal is to slow the stormwater as much as possible, allowing the water to infiltrate on-site. The system includes two main components: a rock trench along one side of the parking lot and a rain garden to the south of the building.

The parking lot is sloped to direct stormwater to the rock trench. Much of this water is able to slowly drain in this trench. Overflow is directed through a permeable underground pipe to the rain garden. This rain garden also captures the runoff from the Co-op's roof. The rain garden and permeable transfer pipes store stormwater as it slowly filters into the ground. The system is designed to fully drain in 48 hours. Unless there is a huge storm (the kind that you might see once every 100 years), the Co-op is able to capture all of its stormwater on-site!

Russ Henry described the soil mix and native plantings in the rain garden which help aid in this infiltration process. The soil mix is sandier than in a typical garden to increase stormwater infiltration. Russ chose a mix of native plants that are able to thrive in this sandy soil; these plants establish deep roots that further increase the capacity of the rain garden to infiltrate and store stormwater.

With the help of about 10 volunteers, Russ planted around 2,000 plugs (small plants) to get the rain garden growing. Since their installation in May, these plants have taken off and a thriving rain garden habitat is already being established. As if on cue, as Russ talked about the butterflies the garden is intended to attract, one butterfly flew past our tour.

The Co-op's rain garden has been a good match for MWMO's goal to increase stormwater infiltration at the site of development projects and educate the general public about stormwater runoff issues. The MWMO's Executive Director, Doug Snyder, provided context and background info to help attendees understand how this project fits in the big picture of the health of our watershed. The MWMO Stewardship Fund grant for this project, which has been administered by Redesign, also included distribution of 100 rain barrels to area residents and education about this demonstration project. If you missed the tour last month, watch for one of Russ' regularly scheduled garden tours or look for the informational sign that will soon be installed in the rain garden.

If you are considering making stormwater improvements on your own commercial property, Redesign can help you get started. Give Katya a call at 612.338.8729 x116.

Augsburg Farmers Market *continued from page 2*

The food produced is then sold at the market along with that of 4 other local vendors. The Campus Kitchen program also uses donations from Augsburg dining services (saving 5 tons of food waste per year) to create meals that are delivered to 11 different community partners in the Phillips and Cedar-Riverside neighborhoods. These partners include the East African Community at Brian Coyle, Peace House Day Homeless Shelter, Secure Waiting Homeless Shelter and others. These efforts are only made possible with the help of many student and community volunteers and interns.

In Seward, we are blessed with the best Co-op in the Twin Cities and many of us can afford the transit to the big markets. But the Co-op cannot offer direct contact with farmers and the big markets don't have quite the same warm fuzzies as buying directly from our adjacent communities. So brave the bridge, cross the barrier yourself and support entrepreneurship at its finest - flavorful and homegrown.

New Member Profile: Dave’s Riverside Shell

2817 Riverside Ave
by Megan Sheridan

Dave Nielson is straight-shooting kind of guy. He doesn’t hesitate when he says business could be better or that it has been a rough year. He purchased the business (formerly Len’s Amoco) in November of 2007, in what now seemed like a mere moment before the price of oil doubled.

Dave is no stranger to the Franklin and Riverside intersection. For years, Dave worked as a mechanic at East End Imports across the street from Len’s station - he witnessed the neighborhood loyalty, the consistent maintenance business and reliable gas income. Since purchasing the business, oil prices have left no room for profit and a new corporate station has cut into the customer base.



Dave Nielson, Independent Dealer

Not all is doom and gloom, though. Dave noticed an immediate and sustained shift in traffic since the day the new Seward Co-op opened - even Co-op shoppers need gas. With the contagious revitalization of the east end of Franklin Avenue, Dave has hope for his future as a viable part of this community. He has put significant effort into the aesthetics of his property with new landscaping and wants to eventually bring architectural character back to his building.

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Will Allen *continued from page 3*

Jenny Breen of Good Life Catering & Tracy Singleton of Birchwood Cafe are donating their culinary talents for hors d’oeuvres featuring American Indian fare in conjunction with Little Earth cooks and in collaboration with others in the sustainable foods community, for the evening. These chefs specialize in locally-sourced wholesome fresh foods.

Invited guests include: Kevin Leecy, Tribal Chair of Bois Forte Band of Chippewa & Chair of Minnesota Indian Affairs Council and other Tribal Leaders; Megan O’Hare of Homegrown Minneapolis; Ninth Ward City Council Member Gary Schiff & Sixth Ward Council Member Robert Lilligren.

For details & to reserve a ticket please visit our website at www.w-e-i.org or you may contact Blake Traylor at 651.209.3934 (x1) or Beth Hatch at 651.583.0705 with questions.

“This is not just a movement. It’s well beyond that. It’s a good foods revolution,” Will Allen, Growing Power, Inc. Executive Director.

be SEWARD!

Do you sell locally made products at your business?

If so, August is the time to highlight them!

During the entire month of August, SCCA is encouraging businesses to highlight and/or offer discounts on locally made products.

LOCAL: products made in Minnesota, Wisconsin, Iowa, South and North Dakota

Be creative!

This is a great way to trace the origins of the products you are selling and draw in new customers.

Please contact Megan if you need help brainstorming products to highlight.
megan@redesigninc.org
612.435.0279

Include your business in the Member Update Section!

If your business has news to share, we want to hear about it. Let us know if you’ve won an award, are offering a new product or service, moved your space, etc. and we’ll share it here.

contact Megan: 435-0279
megan@sewardredesign.org

Thank you to SCCA members who have contributed in 2009!

A-Craft Windows * Acme Tuckpointing & Restoration * Allweather Roof * Animal Rights Coalition * ArtiCulture
 At Last Gourmet Foods, Inc. * Augsburg College * Baking Bearing * Beaupre Aerial Equipment * Birchwood Cafe
 Blue Nile * Bruce R. Johansen * Buck Bros. * CaptionMax * CB Richard Ellis * CCI Properties * Charles Levin Architects
 Close Associates Architects * Coastal Seafoods * CommonBond * Community Connection Partnerships
 Crew 2: Home Services Specialists * Crown Video and Tanning * Cushman Motor Company * Daniel Greuel Translations
 Dave's Riverside Shell * Decisive Movemen * Dero Bike Racks * DigiGraphic Photos, Inc. * Employment Action Center
 Expedited Transportation * Fairview Health Services * Fast and Furless Vegan Emporium * Hayat Beauty Salon
 Hexagon Bar * Hiawatha Metalcraft * Himalayan Restaurant * History Crafters * House Green * Imagin Studios
 Infinite Real Estate Group * Intercommunity Home Health Care * J.C. Miller & Sons Cement Contractors
 Jennifer Larson Communications Design * Jim's Barber Shop * Kraus Anderson Construction Co. * Lehn and Post
 Los Campeones * Mezzanine Salon * Minneapolis Maintenance * Mill City Builders * Minneapolis Speaker Company, Inc.
 Mississippi Mud Works * Movement Arts Center * Nguyen Architects * Northern Clay Center * Partners Three Consulting
 Pizza Luce IV * River Realty * Riverton Community Housing * Russell Dentistry * Seward Cafe
 Seward Childcare Center * Seward Co-op & Grocery * Seward Inc. * Seward Market
 Shabelle Grocery and Meat Market * Shega Bakery * Sheldon Mains * Sierra Club Northstar Chapter * Siewert Cabinet
 Speak to Solve * Swirlygig Industries * Tracy's Saloon * Triangle Park Creative * True Thai * Twin City Filter Service
 United Noodle * Verde Strategies * Volunteers of America Education Center * Welna II Hardware * Whiskey Junction
 Wood from the Hood * Woodland Stoves * World Endeavors * Worry Free Enterprises * Zipp's Liquors

Seward Civic & Commerce Association
 2619 E Franklin Avenue
 Minneapolis, MN 55406