

July 2009

SCCA NEWS

Seward's business community.

www.sewardbusiness.org



July Meeting

Stormwater Management presentation by Russ Henry, Giving Tree Gardens

Wednesday, July 15, 2009 / 11:45:am – 1:00pm
At Seward Co-op & Deli / 2823 E Franklin Avenue

With the help of a grant from the Mississippi Watershed Management Organization (MWMO), Redesign was able to partner with the Seward Co-op this spring to do several stormwater management projects. The focal point of this work has been the installation of a rain garden at the Seward Co-op's new location.

Russ will give a tour of this rain garden and provide an introduction to how stormwater from the Co-op's parking lot and roof is captured and infiltrated on-site. Doug Snyder, the Executive Director of MWMO, will also provide information on increasing stormwater capture at your building and why this is important.

The Seward Co-op will provide lunch.

To RSVP, please contact Amy: 612.435.0280 / amy@redesigninc.org
lunch is \$10

June Meeting Notes

Presenter: Local politicians

Location: Becketwood

by Emily Wergin

Last month, we joined members of Longfellow Business Association to hear from our elected officials. Becketwood provided both the space and a large buffet for the meeting. Six representatives from the city, county and state level shared updates and answered questions. Here are some highlights:

State Senator Patricia Torres Ray (District 62) described how her interest in economic development grew from her experience working with small businesses impacted by Lake Street reconstruction that happened during her first term. She has been working on two provisions to help mitigate the impacts of road construction on small businesses.

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2009 Board of Directors

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Welna II Hardware

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Tracy Singleton

Birchwood Cafe

Hans Steege

Dero Bike Rack

MunHoe Sze Tho

United Noodles

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

Upcoming Dates:

July 15th

August 19th

September 15th

New Member Profile: Nguyen Architects

Ivy Building, 2637 27th Ave S #220A

by Megan Sheridan

Tan Nguyen recently joined the ranks of artistically-inspired businesses operating out of the Ivy Building on 27th Avenue. Tan first opened Nguyen Architects in the Powderhorn Neighborhood in 2005 and just celebrated his first anniversary in the Seward community.

Tan's architecture firm specializes in both residential and commercial new buildings, renovations and additions. Within these projects, Tan generally focuses on sustainable design and energy design.

His first focus area typically involves low-technology and low-cost designs that have major impacts on the sustainability of a particular building. When designing a new building, in particular, Tan considers how to use the site – this includes native plants, rainwater collection, limited hard surfaces and rain gardens. A recent remodel project of Tan's in the Longfellow Neighborhood, was designed with rain gardens in the yard and a small roof-top garden. A usual Minneapolis renovation would also include the reuse of demolished content, Wood from the Hood flooring and cabinetry, and low VOC paints.

Tan's work with energy design is cutting edge. For too long, he told me, architects have been separated from the mechanical process that impact how much energy is used to heat and cool the building. Energy design put these energy decisions first. For example, if a client wants their building or home to have a net zero energy consumption, Tan design the form and mechanical system to acheive that goal. So far, not many clients are interested in this option, but according to Tan, it is the way of the future.

Looking ahead, Tan expects to start working on bigger green energy projects such as geothermal and commercial retro fits as stimulus money begins to trickle down. For now, he is working with the way of the present and enjoying his time in the neighborhood.



A project in Longfellow.

Member Update: Employment Action Center

by Emma Weinstein-Levey

The Resource Employment Action Center (EAC) has been providing employment services in the Twin Cities for over 30 years. In this time they have helped over 12,000 job seekers, 5,000 at the Seward location alone. There are 18 different EACs in the Metro area. The EAC runs programs for youth and young parents, women, dislocated workers, low-income adults and immigrants, and a Welfare-to-Work program. Their services for job seekers include career counseling, training, job placement, and more. In addition to helping participants, the EAC works with employers by pre-screening applicants, organizing outplacement services and hiring fairs, and by listing job openings on line.

Currently, the EAC is focusing on services for employers. In the past several months as the unemployment rate has rapidly risen, so have the number of applications coming in to employers. Hence, EAC's pre-screening service has been a huge asset to businesses that cannot handle such a high volume of applications.

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Rain Barrels

Featured Business: Verde Strategies

by Emma Weinstein-Levey

Business partners Ed Rudberg and Doug Everling started making rain barrels in Ed's basement. The demand for their barrels grew quickly and they soon moved into a warehouse space to house their burgeoning business, Verde Strategies. Verde Strategies produces rain barrels and teaches workshops about rain barrel construction. The rain barrels Verde Strategies produces are made of reclaimed materials, are completely recyclable. Other components for the manufacturing are sourced from Welna II Hardware. Welna is also the local retail outlet for Verde's rain barrels.

The company now produces around two thousand barrels per year. Each barrel holds 55 gallons of rainwater and will yield an average of 400 gallons per summer. In addition to being a great asset to any garden, a rain barrel progets people thinking about greener living and more environmental homes.



One decorated rain barrel in a sea of blue barrels.

Ed became interested in alternative storm water management when he was getting his M.A. in Marine Affairs and Policy from the University of Miami. He wanted to pursue a more tactile approach to environmentalism in the home after moving back to Minnesota and working with Clean Water Action and the Minnesota Pollution Control Agency. Ed is currently pursuing a Ph. D in Natural Resource Science and Management at the University of Minnesota.

Doug studied as an undergraduate with Ed at Gustavus Adolphus College in St. Peter, MN and became interested in water conservation, quality, and sustainability. He is currently working on his M.B.A. at the Carlson School of Management.

Between Ed and Doug, they are pursuing two masters' degrees, completing an internship and running a far more productive business than either of them had imagined.

Ed and Doug seek to find the barriers to domestic environmentalism and break them down through interactive workshops and cheaper resources for conservation. They believe that Americans are just on the cusp of considering the effects of climate change on precipitation and water use. Ed discussed the possibility of grey water and cistern use to be the next step in the course of

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Roll out the Wagons!

As part of a Climate Change Grant from the City of Minneapolis, Redesign and SCCA have partnered with SNG to encourage neighbors to bike and walk to shop in Seward.

Saturday, August 8th

10am – 2pm

Welna II Hardware parking lot

Walk to shop!

Reduced-price wagons will be available for purchase. These can be used to carry large loads of groceries, bags of mulch and run other errands on foot.

Bring your bike!

The Hub Bike Co-op will have bike baskets and racks available for purchase. They will install these on your bike for free.

Welna will also provide root beer floats to anyone who attends the event.

Advertise in the 2009 SCCA Directory

Highlight your business this year in a directory that will reach over 2,500 people!

A limited amount of ad space is available, so act quickly to ensure your space today.

1/6 page - \$50

1/3 page - \$100

Full page - \$150

Contact megan@redesigninc.org for more details

June Notes *continued from page 1*

These include grants to small businesses to put together business plans to deal with road construction and deferring taxes so they are paid over time after construction has ended.

State Representative Jim Davnie (District 62A) outlined the tools that the state has been trying to employ to balance the budget. Davnie believes there are four key components: responsible cuts, responsible reforms, positioning the state for rebound (through use of the stimulus) and raising revenues. He also emphasized the importance of matching long-term spending with long-term revenue sources, and short-term spending with short-term sources; avoid paying for “this years groceries for the next 20 years.”

Minneapolis Councilmember Gary Schiff (9th Ward) talked about how business associations successfully worked with their council members to narrow down the vacant commercial property legislation to focus on condemned vacant properties. He also outlined budget cuts the city has been taking; 17 community safety officers have been let go, salaries are being controlled, and stimulus money is being used to reduce energy consumption. He also highlighted how the City of Minneapolis has a general spending tenant of matching their spending with appropriate revenue streams.

Councilmember Sandy Colvin Roy (12th Ward) pointed out how during this credit crunch, City of Minneapolis bonds are still highly sought after (Minneapolis has great credit). In the next year, the city will use \$3.8 million from the stimulus to roll-out low-interest loans to residents and businesses to reduce energy consumption.

Councilmember Cam Gordon (2nd Ward) described the huge difference he has experienced working with neighborhoods that have business associations versus those in his ward that don't. Business Associations help bring issues (like with the vacant commercial property registration) to council members' attention. As the city considers cuts and potential new revenue sources to balance the budget, he reminded everyone to continue to be on the alert for proposals for new fees.

Hennepin County Commissioner Peter McClaughlin gave the final update. He shared good news from the MetroTransit budget: they ended the year with no service cuts or fare increases, and with state and federal appropriations for transit investments. The County has been cutting costs with voluntary unpaid leave, salary freezes and using stimulus money to save on long-term costs.

Employment Action Center *continued from page 2*

Also, in light of the economic crisis, many businesses have needed outplacement services for laid off workers. In the entire year of 2008, the EAC only worked on three outplacement projects. So far this year they have completed nine.

Nevertheless, the EAC continues to work with and for jobseekers. In the recently passed economic stimulus package there was money allotted to the creation of green jobs. The EAC is factoring this into its programs for jobseekers by providing “green” training and skills and seeking out greener employers. Though there is federal support for green jobs, the government's definition of a green job is very narrow. In order for the EAC to fully harness the power of the green employment stimulus, the federal government must broaden its ideas about green jobs.

For more information about how the Employment Action Center can help your business, visit resource-mn.com.

Rain Barrels continued from page 3

alternative stormwater management in Minnesota. Verde Strategies has received neighborhood support for projects. For instance, they supplied 100 rain barrels for Redesign’s distribution through an MWMO grant.

If you are interested in learning more about Verde Strategies’ products or workshops go www.verdestrategies.com or email verdestrategies@gmail.com.

Birchwood Cafe Fresh Screening

by Megan Sheridan

On Wednesday, June 3rd, after only 2 weeks of hasty marketing and promotions, over 700 people packed into the Riverview Theatre in Longfellow and even more were turned away at the door. They were all there to see *Fresh*, a movie that had already sold out two previous screenings at Bryant Lake Bowl the night before.

So what was all the hype about? Tracy Singleton, owner of the Birchwood Cafe and mastermind behind the screening at the Riverview, says that people are finally realizing the costs of the conventional food system (i.e. environmental degradation, obesity, food security, etc.) and are looking to make changes. Our society has been disconnected from our food for decades and people are ready to reconnect with more localized systems. Buying and eating local foods is a way to foster this connection.

For the screening, Tracy had organized a strong coalition of partners, including: the Institute for Agriculture and Trade Policy, the Land Stewardship Project, and the Twin Cities Co-ops. The panel event following the screening was divided into “doers” and “thinkers.” From the farmer to the restaurant owner to policy makers, attendees were given the tools to get involved with the local foods movement on whatever level(s) suited them best.

For those of you who missed the screening, keep your eyes peeled for another event later this summer.

For more information on the movie, screenings and how to host your own screening, visit freshthemovie.com.

“FRESH celebrates the farmers, thinkers and business people across America who are re-inventing our food system. Each has witnessed the rapid transformation of our agriculture into an industrial model, and confronted the consequences: food contamination, environmental pollution, depletion of natural resources, and morbid obesity. Forging healthier, sustainable alternatives, they offer a practical vision for a future of our food and our planet.” -Freshthemovie.com



New thinking about what we're eating.

A film by ana Sofia joanes

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

Small Business Support Opportunities:

Window Merchandising

Business Directory

Joint Marketing

Architectural & Real Estate Services

See insert for more information on eligibility requirements

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 * CCI Properties * Charles Levin 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 Movement * 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
 Welna II Hardware * Whiskey Junction * Wood from the Hood * Woodland Stoves * World Endeavors
 Worry Free Enterprises * Zipp's Liquors