

September 2009

# SCCA NEWS



Seward's Business Community

www.sewardbusiness.org

## Annual Fall Social!

Wednesday, September 16th, 2009 / 11:45am – 1:00pm  
At Coastal Seafoods / 2330 Minnehaha Ave S.

Join SCCA for the annual Fall Social meeting outside of Coastal Seafoods. This meeting is all about networking! It is the time of year to share about your business, learn about other businesses in the neighborhood, make connections and enjoy one of the last picnic days of summer. It is also the time to indulge in the finest fish around (see story on page 3).

To RSVP, please contact Megan: 612.435.0279 / [megan@redesigninc.org](mailto:megan@redesigninc.org)  
lunch is \$10

## August Meeting Notes

Presenter: Kristin Guild, City of Minneapolis and Dale Peterson, Bremer Bank  
Location: Redesign  
by Megan Sheridan

Last month, SCCA members (and a few visitors from the Longfellow Business Association) gathered on one of this summer's few rainy days to discuss brighter horizons for small businesses ahead. Kristin Guild, the Business Development Manager with the City of Minneapolis Community Planning and Economic Development (CPED) department, and Dale Peterson, a Small Business Administration (SBA) lender with Bremer Bank were invited to provide information about small business opportunities in the Stimulus Package.

This past February, President Obama signed the American Recovery and Reinvestment Act of 2009 (ARRA) into law. Many of the provisions in the ARRA have been directed toward investing in public infrastructure, workforce training and stabilizing foreclosed housing. There are, however, some provisions intended to help businesses reduce operating expenses in the short term or to affordably invest now in the future of their venture.

### Tax Breaks:

- The Net Operating Loss Carryback provisions now allows businesses to offset current losses within up to five years of past taxes paid on profits,
- With the Section 179 deduction, businesses can write off up to \$250,000 in property or equipment purchased in the tax year 2009, and

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## 2009 Board of Directors

**Chair:**  
**Jim Welna**  
Welna II Hardware

**Vice Chair:**  
**Rick Siewert**  
Siewert Cabinet

**Treasurer:**  
**Suzanne Weinstein**  
Coastal Seafoods

**Max Duckler**  
CaptionMax

**Jennifer Larson**  
Communications Design

**Chris Johansen**  
Crown Video & Tanning

**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:**  
September 16th  
October 21st  
November 18th

## Member Profile: Bruce Johansen

Office: 2nd Moon

by Megan Sheridan

If you look for Bruce Johansen's name in the forthcoming SCCA neighborhood directory, you will find it next to "Writer & Editor." But while Bruce is glad to help anyone in the neighborhood with writing, he is not really looking for the business. Bruce is a full-time ethnographer for the Washington D.C.-based non-profit, FrameWorks Institute. He works in the D.C. office and remotely from his home in Seward.

Bruce is an SCCA member because he wants to support the businesses in Seward on a higher level than patronizing their stores. His significant graduate work on redeveloping downtown areas of inner-ring suburbs left him with an understanding of how local business associations enhance communities. A major factor in his decision to move to Seward comes from having lived in neighborhoods without local business associations. "Without a local business association," he said, "there is no way for businesses to bond together when a threat occurs and everyone is left vulnerable." In Seward, Bruce was excited to see the diverse mix of businesses, to see how residents value and support those businesses, and to see an association that brings them together under strong leadership.



Bruce at his "Third Place," 2nd Moon.

Another important factor in choosing this neighborhood was what Bruce refers to as the "Third Place." In graduate school, Bruce learned all about those places that aren't home or work, the places where people become regulars and feel at ease. He had studied them, seen examples, but had never found one of his own... Until he began frequenting 2nd Moon. As a freelance writer and someone who works from home, it is important to have a place in the community to get out and be around other people. In the end, 2nd Moon became his "Third Place." It tipped the balance and became instrumental in his decision to move here.

After moving in, Bruce participated in the Franklin Avenue walks led by Redesign in the spring of 2008. He found it encouraging that so many people attended and that they represented a large cross-section of the neighborhood. As a participant on the Franklin Planning local business task force and now as a Board member at Redesign, Bruce further deepened his connection with local businesses in the community. "Developing relationships with business owner pushes you to continue to keep up your end of the bargain," he said. And since then, he has been doing that and more.

In his limited free time, Bruce has been working on a project titled *Abandoned Spaces, Vibrant Places* with photographer Kelly Povo. Kelly's black and white pictures taken with a pinhole camera of abandoned small businesses throughout the midwest are contrasted with vibrant photos and Bruce's stories of vibrant small businesses in the Twin Cities. He also recently wrote the "Welcome to Seward" introduction to the new Seward neighborhood directory. His knowledge of and love for Seward will surely draw potential shoppers into our thriving small business community.

**Featured Business: Coastal Seafoods**

2330 Minnehaha Ave S

by Megan Sheridan

Years in Seward: 29  
 Employees: 22  
 Hours: Monday-Friday 10 am - 7 pm,  
 Saturday 9 am - 7 pm

Coastal Seafoods has been a permanent fixture in the Seward neighborhood for almost 3 decades. Having always been drawn to food, Suzanne Weinstein left a career in banking and data processing for a job at a wholesale fish market. Spawning from her entrepreneurial drive, Suzanne then began her own business in 1981 after having worked in the wholesale fish business for only 6 weeks. In 1985, Suzanne moved Coastal to Seward and opened a retail store in front of the already flourishing wholesale side.

Today, 29 years later, Coastal Seafoods still remains firmly planted in our quirky, diverse neighborhood. At the front end, a steady stream of neighbors and destination customers come to buy small quantities of fish for dinners. Out of the back (which is literally a cooler bigger than a small home), twice daily fresh fish direct from the airport are cut, packaged and sent to local restaurants such as Sea Salt, Spoon River, Cafe Brenda, Vincent and 150 others, including restaurants in the Dakotas, Iowa and Wisconsin.



*Suzanne at the counter of her retail store in Minneapolis*

The permanence of Suzanne's business goes well beyond the physical structure in the neighborhood. Many of her employees have been with Coastal for at least a decade, and two of Suzanne's employees have been working for Coastal for over 23 years. Former employees have also gone on to open the newly successful seasonal restaurant, Sea Salt. They, of course, get their fish from Suzanne.

Coastal Seafoods satellite stores have also been present along Penn Avenue, in Wayzata and currently in St. Paul off of Snelling and Grand Avenues, near Macalester College.

Coastal Seafoods is also a resource for people looking to create fish-based meals. They offer beginning and advanced sushi classes, grilling classes and private lessons. In addition, the retail store is stocked with everything needed for a seafood dinner - spices and seasoning, fruits and vegetables, rice, nori (for sushi) and homemade sauces. Coastal is essentially a one-stop shop for fish lovers!

**King's Fair**

**Saturday, September 12th**

To volunteer at the SCCA tables contact  
 megan@redesigninc.org  
 or 612.435.0279

**Business Day at City Hall**

This is an opportunity for members of the Minneapolis business community to speak with City officials about what affects their businesses

**September 25th  
 9:30 am - Noon**

**Minneapolis City Hall  
 350 S 5th St, 3rd Floor**

To register, visit  
[minneapolischamber.org](http://minneapolischamber.org)

**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](mailto:megan@redesigninc.org)

**August Meeting Notes** *continued from page 1*

- The Work Opportunity Tax Credit offsets labor costs for businesses (between \$2,400 and \$9,000) per employee of target groups including unemployed veterans, ex-felons, food stamp recipients, and Empowerment Zone residents. This expanded credit applies to workers hired in 2009 and 2010.

## Financing:

- SBA loans for capital investments in the ARRA temporarily
  - Eliminates fees paid by businesses,
  - Increases the guarantee to banks to 90%,
  - Expands the definition of small business to increase eligibility
  - The SBA 7a loan program can be used to refinance existing term debt and reduce debt service operating costs.
- America's Recovery Capital (ARC) stabilization loans
  - Help small businesses meet existing debt payments by covering up to six months payment or \$35,000 with 0% interest and no payment due for 12 months.
- Expanded SBA micro loan program Becky Shaw (612-673-5066) with questions and suggestions.
- Low interest loans (up to \$75,000 at 3.9%) will be available for energy efficiency improvements such as lighting, automated switches and HVAC systems to be repaid through energy cost savings.
  - Provides loans of \$500 to \$35,00 for working capital, equipment and inventory
  - Women Venture is the SBA Microlender for Minneapolis (651-646-3808, [womenventure.org](http://womenventure.org)).
- Recovery Zone tax-preferred bond financing for acquisition and real estate development has been expanded to commercial uses.

## Energy Efficiency Financing:

- The City of Minneapolis will use ARRA Department of Energy funds to capitalize a financing program for commercial property energy efficiency investments. This program is currently under development for fall 2009 – contact Becky Shaw (612-673-5066) with questions and suggestions.
- Low interest loans (up to \$75,000 at 3.9%) will be available for energy efficiency improvements such as lighting, automated switches and HVAC systems to be repaid through energy cost savings.

**ArtiCulture Mural Unveiling**

Saturday, September 19th 2-5 pm / 2613 E Franklin Ave

by Megan Sheridan

It is hard to miss the newest addition to Seward Redesign's building between 26th and 27th Avenues on Franklin. The bright and colorful mural you may have noticed is a reflection of the Seward neighborhood as interpreted by 13 local teens as part of a youth community engagement program developed by ArtiCulture.

The process for this public art display began back in April when Stephanie Weir, lead organizer, Michael Sweere, lead artist, and Timothy Harlan-Marks, youth development coordinator began interviewing teens for the program. The application and interview process were informal, but serious enough to set the stage for commitment, Stephanie said. The programming that followed included lessons on community organizing and discussions of public art.

After two months of learning and organizing, the teens were ready to go to the community for input. ArtiCulture held a community dialogue at the Seward Towers East where the teens were responsible for

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## The Sunday Brunches

“Be Seward” Challenge Winners  
by Megan Sheridan

The Women’s Running Collective (WRC) is the brainchild of “South Seward” resident, Molly McCarthy. The WRC exists for short morning runs, long Sunday brunches and the occasional local volunteer opportunity.

They meet in the morning, one Sunday per month at a duplex just south of the Seward neighborhood boundaries and set off on a brief and casual loop along the river and through Matthew’s Park.

Back in the kitchen, the women of WRC share an entirely locally-sourced brunch – bread from the Franklin Street Bakery, watermelon and coffee from the Seward Co-op, heirloom tomatoes straight from the farm, tarts from Solomon’s Bakery at the Mill City Farmers Market and basil from the porch.

Down the road, the Faith Mennonite congregation holds a long-standing commitment to support the Seward community. The Trustees purchase everything they can from Welna II Hardware, church members patronize the new Co-op every Sunday, and until recently, they have helped maintain the Peace Garden at the Seward Montessori School.

In light of these values and in response to the SCCA “be Seward Challenge,” 10 church members at Faith Mennonite made an effort to support Himalayan (a Nepalese restaurant on Franklin Ave and 24th Ave) by eating Sunday brunch there after church. Their presence was more than welcome by the enthusiastic staff at Himalayan, who all hope to see the church members back again soon.

Each group’s dedication to supporting the neighborhood and their “be Seward” events has won them \$75 to be spent at any SCCA member business. Although their motivation was greater than that of winning a prize, this money will hopefully help to fund a couple more impactful Sunday brunches at local Seward businesses.

### **ArtiCulture Mural** *continued from page 4*

facilitating the conversation on defining the neighborhood. They left with words and phrases that participants developed to represent Seward. From this, the teens synthesized major themes and began sketching visual representations. Those sketches were then combined to form one coherent design.

After a summer of painting, the mural is now complete except for one final piece that will go up at the unveiling ceremony. It is a representation of our neighborhood’s rich diversity, commitment to local businesses and sustainable lifestyles. The mural is also a ‘visual treasure hunt,’ inviting people to engage in the exploration of community art.

## Healthy Habits in Motion

How do you encourage and reward kids for riding their bikes or walking to school?

How do you combat childhood obesity and develop life long healthy habits?

How do you reduce traffic congestion and improve air quality?

How do you connect children to the neighborhood and promote a sense of community?

Join Dero Bike Racks and Mayor R.T. Ryback for the unveiling of new technology and incentives program to encourage kids to bike and walk to school.

**Wednesday, September 16th at 7:00 am  
Seward Montessori School**

## 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