

The Lake Line

 Lake Street Council

Volume 7, Issue 1
Spring 2009



41st Annual Members Meeting Honors Businesses, Looks Forward

Lake Street Council proudly celebrated the 41st Annual Members Meeting on March 17 at La Vina Restaurant & Banquet Hall. The event was attended by over 100 guests.

Keynote speaker for the annual meeting was **Patricia Torres Ray**, State Senator from District 62 in Minneapolis. Senator Torres Ray reiterated her commitment to being a strong voice at the State Capital for small business and her understanding of the hardships forced upon local business communities like Lake Street by transportation construction projects.

Lake Street Council Presi-



Twilight Tattoo celebrates their award with Mayor Rybak at our 41st Annual Members Meeting

dent Elizabeth George, and Vice-President Debra Tucker presented the 2009 Business and Community Awards. Awardees

were the **Jungle Theater, Magers & Quinn Book-sellers, Lyndale Neighborhood Associa-**

- Meeting, continued on page 5 -

Inside this issue:

HOURCAR	2
Finding Common Ground	2
Gold & Silver Members	3
Energy Efficiency	4
Calendar	5
Ordinance Changes & Business Beat	6
Translations	7

Lake Street Council
919 East Lake Street
Minneapolis, MN 55407

Phone: 612-822-0232
Fax: 612-821-6219

Website:
www.lakestreetcouncil.org
www.visitlakestreet.com



by Kori Hennessy

Board of Directors Profile: Cecilia Rodriguez-Melendez

Lake Street Council is fortunate to be welcoming Cecilia Rodriguez-Melendez to our board of directors this year. Cecilia comes to us from the South Minneapolis State

of Minnesota WorkForce Center. She holds the position of Special Projects Representative and Dislocated Worker Counselor. We are excited that she is able to share her years of workforce development and networking skills with our board. I recently sat

down with Cecilia to learn more about her.

Cecilia has been working with the State of Minnesota in various capacities over the past seven years. She will be celebrating her one-year anniversary in

- Cecilia, continued on page 4 -

OUR THANKS

Lake Street Council's services & programs are supported by: our members, the McKnight Foundation, Payne-Lake Community Partners, Hennepin County, Minneapolis Business Association Assistance Program, Metro Transit and other funders

HOURECARs & Lake Street, A Perfect Fit

by Mary Morse,
Neighborhood Energy Connection

In many parts of Minneapolis and St. Paul, living without a car is challenging. Except for their downtowns, the Twin Cities are arranged much like a sprawling suburban area. Low density housing patterns prevail and essential services are spread far and wide.

Lake Street is different. Excellent bus and rail service ensure that those who live or work near Lake Street can access the hundreds of businesses and services along the route. The Midtown Greenway provides convenient travel



for bicyclists. And the variety of housing along Lake includes new, high-density condominiums, historic apartments, family-sized duplexes, and plenty of single family homes on walkable side streets.

It makes sense, then, that one of the newest transportation options available—car sharing—has taken off on Lake Street. The local car-sharing provider, HOURCAR, operates 20 vehicles in Minneapolis and St. Paul. Two HOURCARs anchor the west end of Lake, at the Uptown YWCA and at Calhoun Square.

Each HOURCAR is outfitted with an on-board computer, wireless technology, and an extra security system. HOURCAR “members” reserve the cars online or by telephone, pick them up from their dedicated parking spaces, and drive to appointments, errands, or recreation.

Most HOURCAR members use the cars for local trips with multiple stops.

According to Ari Ofsevit, HOURCAR Program Manager, members “really get the hang of planning ahead for their time with the cars. Instead of owning cars that sit on the street most of the time, HOURCAR members only use the cars when they need them.”

HOURCAR’s two Lake Street-area cars are very busy. HOURCAR has identified several locations along Lake for eastward expansion, and the program has received a grant from the McKnight Foundation to support its growth.

“The McKnight Foundation grant effectively cuts the price of a new HOURCAR in half,” Ofsevit. “HOURCAR sponsors can be businesses, organizations, or even neighborhood groups—anyone who wants to provide a car-sharing amenity to their employees or community.”

Information about HOURCAR is available at www.hourcar.org.

Finding Common Ground

by Joyce Wisdom

Leaders of the Lake Street Council, Latino Economic Development Center and Neighborhood Development Center have had several meetings over the last year with representatives of Minneapolis Regulatory Services. These meetings have been the result of numerous complaints from business owners about increased inspections, misunderstandings regarding licensing, and out-of-step ordinances that require changes.

These meetings have been productive and have established a shared concern for safety, health, livability and accountability both on the part of

our businesses and City Regulatory Services.

Matching the business activity to the appropriate license type is not always simple, but time spent asking and answering questions in the beginning can save a lot of problems later. Administrators and staff within Regulatory Service encourage business owners to bring specific issues to them and are happy to review details with business owners. As the dynamics of our businesses change so too do our regulations need to change to adapt to current market. Everyone on both sides of these issues is doing their best to meet the needs of our businesses while ensuring the safety,



health, livability and accountability we have all agreed upon.

Remember that when you are discussing specific issues with City staff, it is their job to enforce the law as it is currently written. When we, as a business community, see the need for changes, we need to work together with our elected officials to bring about that change.

Thanks to Our 2009 Gold and Silver Members!

GOLD MEMBERS



Calhoun Square
3001 Hennepin Ave. S.
612-824-1240
calhounsquare.com

Chicago Lake Dental
2900 Chicago Ave. S.
612-823-2080
chicagolakedental.com



Blue Construction
PO Box 6630
Minneapolis, MN 55406
612-396-0933
blueconstructioninc.com



**Maaco Collision Repair
& Auto Painting**
2005 E. Lake St.
612-721-6448
maacominneapolis.com



SILVER MEMBERS



Taqueria La Hacienda
334 E. Lake St.
612-822-2715

**Society of St.
Vincent de Paul**
2939 12th Ave. S.
612-722-7882
svdpusa.org



Cecilia, from page 1

her new position with the South Minneapolis WorkForce Center in May of this year. Cecilia is thrilled to be working in the Lake Street community. She relocated from Eagan to South Minneapolis in March of 2007. She loves living in the city. With all the shops, restaurants and medical services so close by, she hasn't found a reason to venture far from the Lake Street area!

Cecilia's position with the WorkForce Center allows her to bring employers to job seekers in the community, and employers in the community to job seekers. One of her favorite parts of her job is the "Employer of the Day." The WorkForce Center provides everything an employer needs to find employees. Every Friday the Workforce Center features one employer who has a representative on hand to meet with potential candidates.

Employers are always amazed at the volume of qualified candidates that attend these events. She also works hard to provide information about available services to everyone who enters the WorkForce Center doors. Resources for health care, childcare, computer classes, continuing education and much more can be found within the center. This data is continually updated to provide the most current information. Cecilia is proud of the work she and her colleagues do to match employers with employees and people with resources.

Cecilia is happy to be a part of the Lake Street Council. Already an integral part of Lake Street, she is looking forward to becoming even more involved with the business community and residents. She loves to see how the people on Lake Street support each other in so many ways, and



wants to continue to be a part of this unique and vibrant community.

Energy Efficiency For Lake Street Businesses

by Nancy Kelly, The Green Institute

Did you know that there are simple, low/no cost measures that could save you 10% on your business's annual energy costs?

The Lake Street Council is working with Energy Smart and the Green Institute to develop a series of workshops that assist businesses in the Lake Street Area save energy and reduce their carbon footprint on their budget. The goal of this partnership is to provide practical resources that improve the environmental quality and economic vitality of the Lake Street Area and Phillips Community.

The workshops will highlight actions for small businesses to reduce their energy use, including low/no cost

methods, as well as to identify ways to obtain funding for those energy saving projects requiring some capital investment. The workshop will cover some of the good work already being done by Lake Street businesses.

Energy Smart provides businesses with resources and assistance to help them become more energy efficient. The Green Institute's Community Energy Program is focused on energy conservation and energy efficiency and wishes to partner with its business associates along Lake Street to reduce their energy use and carbon footprint.

To see more and read some local success stories, visit www.mnenergysmart.com.



Lake Street Calendar of Events - Spring & Summer 2009

Saturday, May 2, 8 AM - 1 PM

First Midtown Farmers' Market of the season
2225 E. Lake St.

In addition to welcoming back local farmers, craftspeople, artists, and food producers, the market will offer family-friendly events and activities throughout the day. Live music, a petting zoo, ready-to-eat food, and kids' storytime are sure to make an enjoyable day for people of all ages. The Market runs through October, and is open Tuesdays starting in July.

Sunday, May 3, 1 - 7 PM

HOBT's MayDay Parade & Festival
Parade down Bloomington Ave.
Festival in Powderhorn Park

This year's theme is "Our Common Treasury - Dig It", on rebuilding an economy that sustains the Earth.

Sunday, May 3, 12 - 9 PM

1st Annual Cinco de Mayo Celebration
27th & Lake

An Aztec ceremony, live music, a low-rider car show, family entertainment, and food from El Nuevo Rodeo.

Sunday, May 10, 10 AM - 7 PM

Cinco de Mayo Festival
4th & Lake

Latino music and food aplenty at this large outdoor celebration expected to attract thousands of people.

Sunday, May 17, 12 - 6 PM

Rites of Spring Street Festival
Lyndale & Lake

Celebrating the end of Lake Street construction with live music, artists, great deals from restaurants, and lots of family-friendly activities.

Meeting, from page 1

tion, Lake Street offices of the **MN WorkForce Centers, Twilight Tattoo, Smith Foundry, and Northern Sun Merchandising**. These businesses and community services were recognized for the value and positive impact they have brought to the Lake Street corridor.

New and renewing members of the Lake Street Council Board were also announced. **Aaron Day** of Blue Construction, **Julie Ingebretsen** of Ingebretsen's Scandinavian Gifts, **Jackie Knight** of Calhoun Square and **Rich Esquivel** of Franklin Bank returned to the Board.

New Board Members include **Candice Washington** of Allina, **Miguel**

Zagal of Taqueria la Hacienda, **Tom Roberts** of Stonewood Properties, **Cecilia Rodriguez-Melendez** of the MN WorkForce Center and **Courtney Lerdon** of Champions Sports Bar & Grill.

Our thanks to Senator Torres Ray, our new and renewing board members, and everyone who attended our annual meeting!

Thanks, Geetanjoli's Sari Fashion!

From A Satisfied Minneapolis Customer

While strolling through the Midtown Global Market, the sight of a sari draped on a model caught my eye. After doing other shopping, I returned to Geetanjoli's out of curiosity.

I had no intention of looking for a special garment, but then I spotted a royal blue dress with sequins and other adornments. I stepped inside the shop and a helpful salesman invited me to try the garment, which I

did. Rather than purchase on the spot, I decided to return the next day and purchase the item if it was still there. To my amazement and delight, the two-piece beautiful garment was still on display!

I bought the garment to wear to our older son's wedding. The results were amazing. When I first wore the dress to show my husband; the look of delight in the expression on his face was one I had seen only rarely in our many years of marriage. I received a similar amazed look when both of my

sons and the groomsmen saw me in the outfit. Furthermore, many of our family and friends were surprised by the elegance of the garment and so I wore it with great delight on a very special occasion, our son's wedding.

Because of the joy this garment brings me, I will wear it often. So, do check out the one-of-a-kind garments at Geetanjoli's Sari Fashion! You will be surprised by their quality, affordability, and the personalized attention.

Ordinance Changes Impact Commercial Properties

by Joyce Wisdom

Despite continued disagreement between the Minneapolis Fire Department and the City's commercial property owners about the extent of fire inspections in the past, Minneapolis now has a new Fire Inspection Program for commercial buildings. Revenue to provide this new program will be provided through annual fees paid by all commercial property owners.

The new program will provide cyclical (minimum every 5-years) comprehensive inspections of all commercial properties. The amount of the annual fee will be higher or lower depending upon the total square footage of the building.

In addition, but not to confuse you, the City is instituting a Vacant Commercial Building Registration Program, again paid for by the commercial property owners. This Ordinance

change originally came to the attention of the Lake Street Council and our business community in mid-November alongside the Commercial Inspection Program mentioned above.

The Vacant Commercial Building Registration Program is modeled on the successful Vacant Residential Program; however, when first introduced, the Vacant Commercial Building Registration Program included properties with only 30% first floor vacancy. Especially given the current economic climate, this was seen by our business community as an undo penalty to many commercial property owners who are working very hard to both maintain and lease their vacant properties and would only make filling the space that much more difficult.

As a result of ensuing conversations between Minneapolis staff and the local business community, this ordinance change will now apply to con-



Minneapolis City Hall

Image used under a Creative Commons license from Flickr user flashphotography

demned properties only. The revisions to the ordinance should provide our community leverage to improve and fill problem commercial properties without penalizing responsible commercial property owners.

Lake Street Council does its best to stay informed and keep you informed about City Council actions that impact the Lake Street business community.

Business Beat - New Openings in 2009

Uptown

Q Boutique, selling high-end clothing, opened earlier this year. New Indian restaurant **Delights of India** has moved into 1123 W. Lake St. Tanning spot **Darque Tan** can be found at 1015 W. Lake St. And new Western-style restaurant **Cowboy Slim's** just opened its doors at 1312 W. Lake St.

Lyn-Lake

A new Asian fusion restaurant called **Zen** is open at 3016 Lyndale. Another new restaurant, **Sauce**, will be serving up Italian food soon at 3005 Lyndale. **Lyndale Tobacco** and **Shoes & Such** are two other recent additions to the area.

Nicollet-Lake

Ecuadorian and Columbian restaurant **Los Andes** has expanded with a new specialty grocery store. Travel agency **LG Travel** is now open.

4th & Lake

Chi-Town Clothing & Sounds is now open in La Hacienda Plaza. **FNR Auto Customs** is at 420 E. Lake St. **Community Halal Supermarket** and **Andrew Beauty Salon** are two other recent additions, while a new **World of Wireless** electronics store will be coming soon.

Chicago-Lake

Hair stylist **Tru Cuts** is now open at Columbus & Lake.

Bloom-Cedar-Hiawatha

The Somali-oriented **Global Business Center** is now open in the Hi-Lake Shopping Center. **Mattress Plus** is open at the corner of Longfellow Ave. and Lake Street.

Longfellow

Gift shop **Lake Street Gifts & Crafts** opened in February at 2933 E. Lake St. **Universal Hair Salon** has moved to the corner of Lake & 36th. And **Morelos Realty** has set up shop at 44th & Lake.

Encontrando Terreno Común

Los líderes del Consejo de la Calle Lake, Centro de Desarrollo Económico Latino y Centro de Desarrollo del Vecindario han tenido varias reuniones durante el año pasado con los representantes de los Servicios Reguladores de Minneapolis. Estas reuniones han sido el resultado de numerosas quejas de propietarios de negocio sobre el aumento de inspecciones, malentendidos con respecto las licencias, y las ordenanzas que requieren cambios.

Estas reuniones han sido productivas y han establecido una preocupación compartida de la seguridad, salud, el vivir y responsabilidad de parte de

nuestros negocios y los Servicios Reguladores de la Ciudad.

Igualar la actividad del negocio y el tipo de licencia apropiada no es siempre simple, pero tomando tiempo al principio para hacer y contestar preguntas pueden ahorrar muchos problemas más adelante. Los administradores y el personal de los Servicios Reguladores de la Ciudad animan a propietarios de negocio a traerles asuntos específicos y estarán felices de repasar los detalles con los propietarios de negocio. Como las dinámicas de nuestros negocios cambian tal vez también nuestras regulaciones necesitan cambiar para adaptarse al

mercado actual. Cada uno en ambos lados de estos asuntos estarán haciendo lo mejor para cubrir las necesidades de nuestros negocios mientras que aseguran la seguridad, la salud, el vivir y la responsabilidad que todos nos hemos comprometido.

Recuerde que cuando usted está discutiendo asuntos específicos con el personal de la ciudad, es su trabajo hacer cumplir la ley como esta escrita actualmente. Cuando nosotros, como comunidad de negocios, vemos la necesidad de cambios; necesitamos trabajar junto con nuestros delegados electos para tratar estos cambios.

Impacto de los Cambios de la Ordenanza en las Propiedades Comerciales

A pesar del desacuerdo continuo entre el cuerpo de bomberos de Minneapolis y los propietarios comerciales de la ciudad sobre el grado de las inspecciones de fuego en el pasado, Minneapolis ahora tiene un nuevo Programa de Inspección de Fuego para los edificios comerciales. El presupuesto para este nuevo programa será proporcionado a través de los honorarios anuales pagados por todos los propietarios comerciales.

El nuevo programa proporcionará (mínimo cada 5 años) cíclicas inspecciones comprensivas de todas las propiedades comerciales. La cantidad del honorario anual será más alta o bajará dependiendo del tamaño total del edificio.

Además, pero no confundirse, la Ciudad está instituyendo un Programa de

Registro de Edificios Comerciales Vacantes, también pagado por los propietarios comerciales. Este cambio de la ordenanza vino originalmente a la atención del Consejo de la Calle Lake y de nuestra comunidad empresarial a mediados de noviembre junto al Programa Comercial de la Inspección mencionado anteriormente.

El Programa de Registro de Edificios Comerciales Vacantes se modela con el éxito del Programa Residencial Vacante; sin embargo, al principio cuando, El Programa de Registro de Edificios Comerciales Vacantes fue introducido incluyó propiedades con solo 30% vacante en la primera piso. Dado especialmente el clima económico actual, esto fue vista por nuestra comunidad empresarial como un castigo para muchos propietarios comerciales que quienes están trabajando

mucho para mantener y arriendan sus propiedades vacantes y esto solo haría mucho más difícil llenar los espacios vacantes. Como resultado de las conversaciones continuas entre el personal de Minneapolis y la comunidad empresarial local, este cambio de la ordenanza ahora se aplicará solamente a las propiedades condenadas. Las revisiones a la ordenanza proporcionaran una palancada de ayuda a nuestra comunidad para mejorar y para llenar propiedades comerciales con problemas sin la penalización a los propietarios comerciales responsables.

El Consejo de la Calle Lake hace lo mejor para permanecer informado y para mantenerle a usted informado sobre las acciones del Ayuntamiento que afectan la comunidad empresarial de la Calle Lake.

The Lake Line

Translations by ZoeAna Martinez

Our thanks to new and renewing members! February - March 2009:

Seward Redesign, Lyndale Neighborhood Association, Bloomington Lake Clinic, Goodwill Easter Seals, It's Greek To Me, Kaplan Brothers, Division of Indian Work, Hirshfield's, Carpenters Local 1644, Old Arizona, Midtown Farmers' Market, Bituminous Roadways, West River Dental, Portland Lake Motors, Target, Allina, Blue Construction, Roberts Shoes, Powderhorn Park Neighborhood Association, Smith Foundry, Uptown Association, Chicago Lake Dental, Longfellow Business Association, MCCC, Schatzlein Saddle Shop, Longfellow Community Council, Maaco Collision Repair & Auto Painting, Bill's Imported Foods, MMS Properties, Chicago-Lake LLC, Soderberg's Florist, Cedar Lake Auto, Top Shelf, Meet Minneapolis, First National Bank of the Lakes, Resource Center of the Americas, Electra Tune, Twilight Tattoo, MN Electrical Association, Longfellow Grill, Schooner, In the Heart of the Beast Puppet & Mask Theatre, Champions Sports Bar & Grill, Shamrock Group, Society of St. Vincent de Paul, Max It Pawn, Awards of America

**Become a member today! Apply at our website
www.lakestreetcouncil.org or give us a call at
612-822-0232.**

Can't get enough Lake Street news? Sign up for our weekly e-news! E-mail coien@lakestreetcouncil.org

The Lake Street Council Board of Directors meets monthly.

Joyce Wisdom, Executive Director
612-822-0232 jwisdom@lakestreetcouncil.org

ZoeAna Martinez, Outreach & Services Coordinator
612-822-1912 zmartinez@lakestreetcouncil.org

Se Habla Español

Chris Oien, Administration & Communication Coordinator
612-824-7420 coien@lakestreetcouncil.org

The Lake Line is published quarterly
by the Lake Street Council.

Engaging, serving and representing the
Lake Street business community to ensure the
vitality and prosperity of the commercial corridor.