

ESNA – April 13, 2021 Meeting Minutes

In Attendance:

Michael Almond	Ed Allan	Ed Flynn
John McLachlan	Tom & Sarah Spera	Sophia Wang
Colleen Fitzpatrick	Anne Westcott	Cheri Hill
Mary Chowdhury	Elizabeth Beutel	Seth Daniel
Richard Pillard	Kim Crucoli	

SEBA – South End Business Alliance & Upcoming STROLL (5/14, 5/15, 5/16) ---- Elizabeth Beutel, current President, SEBA

Elizabeth (Director of Sales Marketing at AC Hotel in South End/Ink Block) gave an overview of SEBA. It has been around since the 1970s as a business resource for the local businesses. It helped many businesses with the PPP (Paycheck Protection Plan) last year. They are also a resource for government relations, branding, marketing.

They have enlarged their boundaries to include all streets within the South End. They used to concentrate on the larger streets --- Tremont, Washington. They are working with Steve Fox and the South End Community Board.

STROLL --- May 14, 15, 16 --- Friday, Saturday, Sunday
SEBA will be hosting STROLL to encourage people to visit the South End, shop at the South End businesses, eat at a local restaurant or coffee shop. SEBA will be funding the marketing, attracting press, developing "pop up shops", creating a schedule of events and digital maps to engage people into our community.

Vendor Registration <https://docs.google.com/forms/d/1r9Z77YHVukR-Y3KKozF0hkL2MDMOm0G-ZEeUigFskQ8/edit>

Various businesses will be offering deals. They are hoping that various Neighborhood Associations in the South End will participate by having some activity or décor. Last fall, 90 businesses participated.

Peters Park --- Clean Ups

- Peters Park will be planning some clean ups over the course of the spring/summer/fall season.
- 1st clean up --- on LOVE YOUR BLOCK day, Saturday, May 15
 - Will do some general clean up
 - Will buy some plants to have volunteers plant around the park
- City has cleaned up the park the last few weeks.

- City is working on replacing the asphalt for the basketball and tennis courts, and adding pickleball lines to the tennis court.
- City is going to order and place a gardener's shed in the park. This will definitely help with maintaining the garden in the future.
- ANY INTERESTED VOLUNTEERS are always welcome to tell Mary Chowdhury at mgchowdhury1@gmail.com

Councillor Ed Flynn

Councillor Flynn was just sitting in for the meeting. He mentioned that they are heading into budget season, so if there are budget items that our neighborhood would like to be considered, we should let him know.

A suggestion was made to include a sign in South Boston to indicate which way to get to the South End. Perhaps at W Fourth Street and A Street.

LOVE YOUR BLOCK --- from Kim Crucoli, mayoral liaison

Program that the city promotes and supports by providing neighborhoods and other organizations with gardening tools, garbage bags, etc to promote sprucing up the city. The South End day for this is SATURDAY, MAY 15, 9am – 12noon. Tool pick up is at the BCA, but organizations/volunteers need to register ahead of time in order to borrow the tools. Mulch can be requested as well, but it's not always available.

ANNOUNCEMENTS/ELECTIONS

Michael announced that he is stepping down from the board. He has shared his skills and insight with the board for at least 10 years --- 5 years as President. We do not currently have a candidate to fill the role. So, all those interested in becoming involved in your neighborhood association should contact a board member or send a message via the web-page.

RAFFLE of GIFT CARDS

The final raffling of gift cards took place. Winners of the 5 remaining gift cards are: Brendan Morrison, William Gregor, Michael Glew, Anne Westcott, Susan O'Leary.

**NEXT (Virtual) MEETING: June 8, 2021, 7pm
(link to be sent closer to date)**