

Draft Minutes  
Events & Engagement Committee  
October 13, 2022  
5:00 - 6:00pm  
Zoom

**Present:** Annie Wang (Chair), Stephanie Wolf, Margaret Turvey (LCC Board member), Andrea Tritschler (LCC Staff)

**Recorder:** Andrea Tritschler, LCC Staff

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**1. Approval of September Minutes**

Minutes approved, Motion from Stephanie

Motion approved by Annie and seconded by Stephanie and Andrea

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**2. Discussion | Evaluation of Voter Engagement Event | Committee**

- We all were at the Voter Engagement Event and were talking about/ evaluating the event as it was happening so we decided not to spend too much time here.
  - Andrea is going to finish the LCC Voter Engagement event form with input gathered from the group at the event.
  - Annie lost the receipt for snacks so she is happy to consider it a donation.
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**3. Action | Planning for Mittenfest | Committee**

- Annie: What flexibility do we have with the scope we submitted versus the event we want to plan? The scope is a very soft idea and we need to decide if this is going to be a purely LCC promotional event to raise awareness of the org, or if we are going to actively focus on communities that are typically more inclined to loneliness.
- **What is the objective of the event? What is the impact we want it to have?**
- Stephanie: it sounds like a battle between the why and the how. For me, I want to engage with my community, meet people in my community, engage in committees like this, but these committees have to engage. An event that is fun and promotional and making it accessible to people who might not have access.
- Margaret: Events and engagement is to me, neighborhood events to meet other neighbors and the engagement and meeting people where they are at is more of conversation to be had at a board level.
- Decided that this would be an event focused on bringing people together and doing promotions and partnerships that will help us expand the reach to people in our community like veterans, older folks. A fun event will ultimately draw more people and more diverse people. We will have to do some legwork to get a diverse group of people in the door.

- Annie had talked with Arbeiter owner about the potential of an event, who expressed interest in working with our committee specifically because of the support they have received from LCC. They are partnering with Wildflyer on a beer and event. They have resources and a heated space as well as an outdoor space with heaters and bathrooms. It is an ADA accessible building close to many arterial transit lines.
- Activities and ideas we would like to see come to fruition:
  - A free, guided knitting class offered in english and spanish led by someone in the community (those who know how to knit could just hang out and work on a project)
  - A vendor or two to sell knitted wears
  - A mitten/ warm weather clothing drive
  - Working with arbeiter on a kind of 'live in longfellow' discount drink ticket or a donation drink ticket/ drink discount
  - Partnering with nursing homes/ retirement communities and our shoveling program to partner young and old people and get an older group of people who might feel alone to come out.
  - Creating some kind of LCC merch - embroidered mittens or knitted mittens with some kind of a LCC signature on them

#### **Action Items**

##### *Annie*

1. reaching out to Arbeiter brewing to confirm date and location
2. Reaching out to Pepper and Fries about having a food truck at the event

##### *Stephanie*

1. Reaching out to ashley at curiosity studio for the potential of a knitting demonstration
2. Contacting Metro mobility
3. Contacting Stephen B. yarn shop

##### *Margaret*

1. Contacting the Twin Cities meet up group to find someone to lead knitting/ crochet demo / someone who might be interested in selling some goods at the festival
2. Reaching out to Volunteers of America to inquire about services related to transportation/ engagement with whole community

##### *Andrea*

1. Create a call for knitters on the LCC social media and newsletter
2. Reach out to Becketwood
3. Research potential Lyft/ Uber discount code or free ride cost
4. Reach out to CLUES about potential for Spanish-led demo

#### **4. Adjournment**