

## November Membership Meeting

Wednesday, November 16 from 11:45 a.m.-1:00 p.m.  
Seward Towers East / 2910 East Franklin Ave

This meeting is about hiring and employment. Claudia Wasserman will present the Seward Towers Advantage Services program, which is intended to help Seward Towers residents get jobs.

Frances Regan from MN Department of Employment and Economic Development (DEED) will also present information on the Work Opportunity Credit, which is a tax credit businesses can claim for hiring employees under certain circumstances.

Information is available at [www.positivelyminnesota.com/wotc](http://www.positivelyminnesota.com/wotc)

Lunch will be provided by Lucy's Ethiopian Restaurant for \$10 per person.

**Please RSVP to Aaron Hays at [sri@redesigninc.org](mailto:sri@redesigninc.org)**

## Franklin Frolic and Seward Arts Fest join forces

Dec. 2-3, Theme is FIRE and ICE

SCCA and SNG have teamed up this year to present two packed days of Culture, Art, Performance, Drama, Music, Food, Beverages, & Delight! Festivities will begin on Friday at 6:30 p.m. at the Playwrights Center with the Art Crawl Kick-off, serving food, wine, and performance until 10pm (\$10/person).

Saturday from 12 -5 p.m. will see the Art Crawl and the Franklin Frolic. All day businesses will offer specials and artists will display their craft along Franklin Ave. and several other venues throughout Seward. Don't forget to check out the the lighting displays up and down the Avenue.

At 5 p.m. Saturday, everyone is invited to gather at Triangle Park (26th Ave. & Franklin Ave.) for the lighting ceremony. Warm your community spirit during these cold days!

For more information visit [sewardarts.org](http://sewardarts.org) or contact Kerry Cashman at [kerry@sng.org](mailto:kerry@sng.org).

### 2011 BOARD OF DIRECTORS

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**Monthly Meetings are held on one Wednesday each month from 11:45 - 1pm.**

**Upcoming Dates:**

**November 16  
December 21**

## Seward Community Bike Walk Center to open next Spring

Text/photos by Aaron Hays

Top: This building, located at 22nd St. E and Minnehaha Ave, is the future site of the Seward Community Bike Walk Center.

Bottom: New bike lanes were added to Franklin Ave E this summer as part of the Complete Streets Initiative.



Seward will soon make a new contribution to the Minneapolis bike scene, and it is sure to keep us at the top of the list for the nation's most bike-friendly cities. The Seward Community Bike Walk Center, opening next April, will be located at 22nd St. and Minnehaha Ave, adjacent to the Franklin Ave. Light Rail Station and in the heart of the Bystrom area that Redesign, Inc. is redeveloping in order to enhance the area's efficiency and connectivity.

The bike center will feature a host of programs, including a bike library, women-only and youth mechanic classes, and open hours, among other things, with an overarching goal of shifting away from driving and towards more sustainable transportation, like walking and biking.

This project is a collaboration between Redesign, Seward Neighborhood Group (SNG), Sibley Bike Depot, and The Hub Bike Co-op, with funding from Bike Walk Twin Cities and the Federal Highway Administration. It grew out of the Learn-to-Ride classes Redesign hosted last spring, when they realized a need to engage more low-income and under-represented communities in bike activities. "We hope to overcome barriers," said Sheldon Mains, Co-President of SNG's board, "we're looking at what stops people from biking for transit." SNG has taken over as the main coordinator for this project and is in the



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## SCCA October Meeting Notes

Text by Jim Welna  
photo by Aaron Hays

SCCA held its October membership meeting at Seward, Inc., located at Franklin Avenue and 22nd Avenue. Seward, Inc. provides instructional design of educational products, web content design, programming and database development, and digital marketing services for clients around the world. Seward resident Greg Sales is their Chief Executive Officer. Greg and his wife Carol own the building that Seward, Inc is located in, which also houses Pizza Luce and Juba Grocery.

Approximately 20 members attended the meeting. An information exchange took place after lunch with members introducing themselves and providing an update of their businesses and activities.

Russ Scott, SCCA board member, shared the history of A-Craft Windows located at 2223 Snelling Avenue. A-Craft windows was started in 1978 by Russ and originally focused on weather-stripping and making replacement windows. A-Craft windows has provided thousands of windows for the MSP airport sound abatement project. They are currently shipping windows to Seattle for that communities airport sound abatement program. A-Craft Windows replicates wood windows to match the original design for homes and businesses. Windows are built to the highest insulation and sound reduction levels required.

Vicky Frank, President of Seward, Inc. gave an overview of their business. They have had very good success in developing a set of services that are in demand here in the U.S. and overseas. Two examples of their international work include AIDS awareness training for teachers in Malawi and online training for teachers in Oman.

Pizza Lucé provided wonderful pizza and delicious salads. Jennifer Linnett, General Manager for Pizza Lucé Seward, said that business has been very good in recent months. In-house dining, take-out and deliveries are all doing well. Pizza Luce Seward has been operating since 2003. They actively support a broad range of community activities and are always a willing partner in SCCA events.

### 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 Aaron: 435-0277  
SRI@redesigninc.org



Last month's meeting was held at Seward, Inc along Franklin Avenue in the same building that houses Pizza Lucé and Juba Grocery.



BIKE WALK CENTER  
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process of finalizing funding for the project.

The Seward Community Bike Walk Center will be happening at a time when neighborhood infrastructure is rapidly expanding. Seward has recently seen the addition of new bike lanes along Franklin Avenue and last summer started the “Seward Walkers” and “Share the Road” programs, designed to create a more friendly space for pedestrians. Known as the Complete Streets approach, the City of Minneapolis and Hennepin County are creating space that provides for the needs of cars, pedestrians and bikes on our roads.

For more information, please contact SNG Board Co-president Sheldon Mains at [SMains@visi.com](mailto:SMains@visi.com)

## Donuts for the masses!

The Donut Cooperative fills space left by Cake Eater

Text/photos by Aaron Hays

When it quietly opened its doors Friday, November 4th, the Donut Cooperative filled the hole left by the lack of donut shops in the area. Now, Seward welcomes the tasty, worker-owned pastry shop to the ranks of independent businesses that give the neighborhood its strong sense of community.

Founder Dawn Otwell was hanging out with some friends one night when she became aware of the lack of good donut shops – especially ones that served great coffee. In Portland or Seattle, one can find all manner of shops that combine good donuts with good coffee, and in true Minneapolis fashion, she said “we’re cooler than them!” What began as a joke now aims to be a worker-owned business for a working class neighborhood. Using simple, natural, and when possible, local, ingredients, the Donut Cooperative offers its pastries, soups, sandwiches and coffee at low prices that more people, especially families, can afford.

This dream became reality thanks to Kickstarter.com, an online community-funding source that lets investors donate startup capital to creative projects with little risk. It works by creating a profile on the company’s website with a description of the project, a funding goal and a deadline. Investors search through projects and can give as little as five dollars, which is only...

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The Donut Cooperative opened last weekend and filled the building left behind by Cake Eater.



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...charged to them if the project reaches its goal. If a project doesn't bring in enough money, nobody pays – it's all or nothing. "We used Kickstarter to test the idea out, and see if there was a need in the community for a shop like ours," said Otwell. They set a goal to raise \$10,000 and the community responded with over \$12,000 in 45 days.

With fresh capital in their pockets, they found the Cake Eater building in July and managed to acquire a lease and buy some of the previous owners' equipment. Chance and opportunity initially brought them to Seward, but they are very happy to be here because it is a "neighborhood that appreciates and supports independent businesses" said Jacob Schumack, one of the bakers.

The Donut Cooperative is not a true cooperative yet, but is incorporated as an Limited Liability Partner (LLP) acting as a co-op. In other words, its two owners act as a board of directors. Otwell said she finds the cooperative principals extremely fulfilling. "It's like running two businesses at once," she said, "there are no guidelines, but lots of unspoken rules... like creating bylaws." Still, she says it creates a sense of community that is very strong and diverse that is a reflection of the community it resides in. She added that they are working toward becoming a true cooperative as they move forward.

Stop by soon to welcome them to the neighborhood! They are open Tuesday through Sunday from 6:30am-2:30pm and are located at 2929 E. 25th St.



Top: Hilary Johnson pours a delicious coffee drink.  
Bottom: Conventional and vegan donuts are made fresh daily and cost as little as one dollar.



**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 Aaron: 435-0279  
SRI@redesigninc.org

## Thank you to SCCA members who have contributed in 2011!

A Craft Windows ♦ Air Engineering and Supply ♦ ArtiCulture ♦ At Last Gourmet Foods, Inc ♦ Augsburg College  
Beaupre Aerial Equipment ♦ Bethany Lutheran Church ♦ Birchwood Café ♦ Boneshaker Books ♦ Buck Brothers Construction  
CCI Properties ♦ C.H.I.L.D. (Creative Hours in Learning Development) ♦ CaptionMax ♦ Charles Levin Architects  
Coastal Seafoods ♦ Community Connection Partnership ♦ Cushman Motor Company ♦ Dave's Riverside Shell ♦ DeVries Bar Grinding  
Close Associates Architects ♦ DigiGraphic Photos Inc ♦ Employment Action Center ♦ Field Outdoor Spaces ♦ Franklin Housing Cooperative  
Garlock French Roofing ♦ Glaciers Café ♦ Garlock French Roofing ♦ Hi Line Unique Flooring ♦ Hiawatha Metalcraft Inc  
Shabelle Deli ♦ History Crafters ♦ House Green ♦ Imagin Studios ♦ Infinite Real Estate Group ♦ J.C. Miller and Sons Cement  
Bruce Johansen ♦ Jennifer Larson Communications and Design ♦ Jim's Barber Shop ♦ Keefer Court ♦ Koyi Too Sushi ♦ Seward Inc.  
Lucy's Ethiopian Restaurant ♦ Madden Accounting & Tax Service ♦ Mill City Builders ♦ Minnesota Resource Center  
Misco: Minneapolis Speaker Company ♦ Movement Arts Center ♦ Northern Clay Center ♦ Pizza Lucé ♦ Post Photography  
River Realty ♦ Seward Church ♦ Seward Community Co-op ♦ Seward Neighborhood Group ♦ Seward Market & Halal Meat  
Sheldon Mains ♦ Sierra Club North Star Chapter ♦ SwirlyGig Industries ♦ Three Smooth Stones ♦ Tracy's Saloon  
Triangle Park Creative ♦ True Thai ♦ United Noodle ♦ Wells Fargo Bank ♦ Welna II Hardware ♦ Whiskey Junction  
Wood from the Hood ♦ Woodland Stove and Fireplace ♦ World Endeavors ♦ Worry Free Lawn Care ♦ Zipp's Liquors

Seward Civic & Commerce Association  
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