

Board of Directors Meeting Minutes for April 6, 2016

Wednesday, April 6, 2016

11:30 AM

Present: Paul Cohen, Linda Le Claire, Sue Anderson, Tara Pedersen, Michelle Smith, Pam Clark, Nhedti Colquitt, Harold Nolder, Jon-Michael Kowertz

Absent: Sharon Lenz, Amy Koski, Stewart Straus, Evelyn Orr, Cameron Irtifa, Hailey Freeman

Guest: Mike Williams

Location: Lanphere Conference Room, 12505 SW Broadway St., Beaverton, OR 97005

The meeting was called to order at 11:35 a.m.

Review and Approve Minutes

Tara Pedersen moved to approve the minutes of the March meeting. Linda Le Claire seconded and the motion passed unanimously.

Committee Reports

A. Design Committee

Paul Cohen informed the Board that the city will select two locations for art on Broadway in the near future. They are responsible for selecting the exact locations. The city will pay for the permanent art installation. All the BDA is being asked to support is money for the plaques for the artwork.

The kiosk is coming out and in its place will be a permanent art installation. Repairs to the kiosk will cost between \$10,000 and \$20,000. The kiosk is being donated to a non-profit in Hillsboro who will dismantle it and remove it.

B. Economic Vitality Committee

Harold Nolder reported that the Economic Vitality Committee had postponed meeting until after tax season. He said that he has been working on a proposal to the city for funding a trolley to service downtown Beaverton.

C. Organization Committee

Nhedti Colquitt noted that she had submitted a budget update to include input from the previous Board meeting. There were a couple of things that were targeted. Income and expenses were separated. She noted that the Committee decided to leave space in the newsletter for added revenue. The goal is to have a newsletter out for April. It will be included on the BDA website. The newsletter is scheduled to print in September and November. It will be a two-page newsletter.

Nhedti discussed changes to her earlier budget proposal. She said the Committee was asking for \$4,753 from seed fund applications. The proposed newsletter expenses went down from \$6,000 to \$2,000. She discussed proposed effective trainings for both the Board and committees and noted that the cost for each training was \$500. Paul remarked that the City offers meeting training about four times a year. Nhedti said that the training was not free for the BDA Paul pointed out that anyone who is a member of a NAC can go for free. He indicated that the Committee should only request funding for one training session. Mike Williams said that it would make sense that members of a Beaverton based business association could attend training for free. He would advocate for that.

Jon-Michael Kowertz informed the group that there are non-profit associations in Oregon that have grant writing workshops and workshops on how to be a good member. He suggested those avenues be explored before the BDA pays for training. Paul reminded the group that, at the Transforming Downtown™ designation, Oregon Main Street will provide four trainings a year for free.

After further discussion about possible avenues for training, Jon-Michael said that he would be able to provide referrals for training such as social media training. Additionally, the Small Business Development Center has an advisory board to work with the BDA.

D. Promotion Committee

Tara reported on Promotion Committee actions. She noted that for the 2016-2017 First Friday season, the committee had asked the businesses in the downtown core to take a more active role. She said that many businesses were not interested in taking on this responsibility. There are two signature events planned for the year. The first will occur on June 3rd and will be a Wine and Chocolate Walk. The second will be a street festival which will focus on Broadway and is scheduled for September 17th.

For the June 3rd event, a band has yet to be engaged. The plan is to have The Vault and Rose City Modern host the band. Local wineries will be contacted to ascertain their willingness to do a tasting and their availability for the event. Local chocolatiers also will be contacted in an effort to solicit their participation. The idea is to make a map showing participating businesses so that residents will know how to navigate the downtown area.

The committee is meeting today with Victor and Brian from the City to go over the Broadway Street Festival. That is going to be really big and the City is investing a lot of money in ensuring it is successful. Linda noted that BDA volunteers will need to be able to come out in force to man various events. The City said they are anticipating about 2,000 people to participate in the Festival. Jon-Michael pointed out that this festival was a potential revenue opportunity for the BDA and suggested things like charging for exhibitor tables and sponsorships. Harold suggested that the committee contact local radio stations to see if they would be amenable to a presence at the Festival. Tara said the committee was doing that.

Tara noted that the committee was asking for an additional \$3,750 in its budget to cover First Friday costs and for a beer garden at the annual tree lighting ceremony (\$2,500 anticipated cost). That event will occur on the first Friday in December.

Review 2016-2017 Budget Proposal

Paul discussed the proposed budget for Fiscal Year 2016-2017 that is due to the City April 15th. He noted that, with the proposed changes outlined in the meeting, it would be inappropriate to vote on the budget. He said that he and Sue Anderson could update the budget and send out an email asking for approval. He pointed out that an email vote required a 75% response rate from the Board. He agreed to contact those absent to ensure their vote was submitted before the deadline.

Linda asked for clarification on the proposed RARE Program volunteer. Mike Williams responded that the BDA would get a graduate-level person from the University of Oregon to come in and work with it for a year. It would be a full-time person. Paul remarked that it would be a way for the BDA to get a downtown manager and pay only a fraction of the cost. The person gets paid a stipend for his/her involvement in the program. One of the requirements for the Transforming Downtown™ designation is to have at least a half-time person dedicated to the organization. He reported that he had completed the pre-application and it was approved. The application comes out in May and the BDA would need to apply again and then figure out funding for the entire program. The proposed seed fund application is for approximately one-half the cost. It is a program whereby an individual is tasked with functions typically handled by a downtown association Main Street manager.

After further discussion, Mike Williams indicated that there was a possibility the City could find additional monies to support the RARE Program request. He noted it would be a good opportunity for the right pick. Beaverton is a good location at which to recruit someone. It would be attractive to a cross-section. The RARE Program is very dedicated at working with small organizations.

Spending Remaining City Monies by April 30

Paul informed the Board that there still was money available in the 2015-2016 budget from the City. Sue Anderson talked about what is available (approximately \$1,000). Tara suggested that perhaps some of these monies could be used to incentivize wineries and chocolate shops to participate in the June 3rd First Friday event. Paul asked that any requests be submitted to Sue.

Update on Broadway Parking

Paul reported on a meeting with interested Broadway business owners and the City's Dispute Resolution team. Results of the meeting were excellent. A number of agreements were reached. The group's decision will go to the Traffic Commission. Agreed items included: (a) one of the loading zones on Broadway will be removed. Lanphere is planning to remove the other loading zone. (b) Parking spaces will be marked so it is clear where to park. (c) Change the 1.5 spots to two 15 minute spots and move the sign six feet. (d) Change the north side of Broadway to two-hour parking and the south side to one-hour parking . The only one hour parking in the city will be on the south side of Broadway between Watson and East. After a year, people can assess whether the changes are working.

Seed Fund Applications

A. Go Daddy. This seed fund is for \$473.99 to cover the costs for additional emails on the GoDaddy website. Paul reported that the BDA now has ten email addresses that are unallocated. He asked the group to let him know if they want an email address @downtownbeaverton.org. Paul noted that a few people already had designated email addresses; some are used frequently and some are not. He further asked that if anyone wanted to take over an existing email address to let him know (e.g., Organization Committee). These are real email addresses. He agreed to create the email address. He then would ask for a generic password and let the Board member know when the email address was created and how to change the password. He said there is a Word Press plug-in. Currently, he receives all incoming emails to info@downtownbeaverton.org. He reads the email and forwards it to the appropriate person or group. These new email addresses would be a way to circumvent this process.

B. Directors and Officers Insurance. This seed fund is in the amount of \$1,782 to cover Directors and Officers insurance for 2016-2017. This is an annual expense.

C. General Liability Insurance. This seed fund is in the amount of \$250 for general insurance issues for 2016-2017.

After discussion, Harold Nolder moved to approve the three seed fund applications. Linda Le Claire seconded and the motion passed unanimously.

Business Education Scholarships

Jon-Michael reported on a new program—Beaverton business Education Scholarships. These scholarships are targeted at small businesses to help them start and grow. Scholarships are available to help offset the tuition costs of SBDC programs. IMPACT Beaverton is a strategic partnership between the City of Beaverton and the Beaverton Area Chamber of Commerce. Programs available are: (1) Business Design Series design to take an idea and turn it into a profitable business; (2) Retail Small Business Management designed for the retailer who has been in business at least a year and finds themselves working harder than ever but not getting ahead; (3) small Business builders designed for those wishing to start their business on the right foot; and (4) Getting Your Recipe to Market designed as a 14-week intensive program designed to provide the food entrepreneur with a solid foundation in business, organizational, and product development, as well as food safety, packaging, production and distribution.

New Business

Mike Williams reported that his division would be doing a strategic plan in the coming months. He noted they would like to talk with the BDA and get some viewpoints. He has picked a consultant to assist with the strategic plan. She is going to do a lot of outreach and is more local. She is going to look at the bottom line and is looking to doing things holistically. He felt like that was the way to do it in Beaverton. He really wants something that embraces large and small business services. He pointed out that what happens in the city says a lot about the community as a whole. There are a lot of businesses that want the central city to grow. With the new program, the city is pretty committed. He wants something that looks different and moves the city forward at the same time.

The meeting adjourned at 12:45

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