

Board of Directors Meeting Minutes for July 13, 2016

Wednesday, July 13, 2016

11:30 AM

Present: Paul Cohen, Michelle Smith, Sharon Lenz, Stewart Straus, Harold Nolder, Linda Le Claire, Evelyn Orr, Sue Anderson, Tara Pedersen, Pam Clarke, Donna Sanson

Absent: Cameron Irtifa, Nhedti Colquitt, Jon-Michael Kowertz

Guest: Bill Berg

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

Call to Order and Roll Call

The meeting was called to order at 11:30 a.m.

Review and Approve Minutes

Linda Le Claire moved to approve the minutes of the May and June board meetings. Harold Nolder seconded and the motion passed unanimously.

Committee Reports

A. Design Committee

Donna Sanson reported that the brick project was completed and it came in under budget. The surplus funds were used to produce postcards to go along with the “game” associated with the

bricks. She noted that the only thing left to do is to let people know the game exists and where they can pick up the postcards. One school starts this could be a project for individual classes to come to Beaverton and play the game. It will be a teaching experience for the students; they will learn about the history of Beaverton.

Donna informed the group that the Arts Commission had delayed selection of artwork to be installed on Broadway until the next fiscal year. None of the proposed projects submitted for the current fiscal year were deemed appropriate. Funds budgeted through the seed fund process for plaques may be held over until next fiscal year.

New wayfinding signs are going in throughout Old town. They are very attractive and informative.

Work on Beaverton Bakery is almost complete and it is looking really good.

A. Economic Vitality Committee

Harold Nolder informed the group that the Economic Vitality Committee had tabled its recent meeting, so he really had nothing to report. Linda asked him if there still was a possibility of getting a trolley for the September 17 Broadway Street Festival. Harold responded that he had sources for getting a short term trolley rental. He will get pricing on that. There was discussion about transportation at previous First Friday events and how those were handled. Paul asked Harold to meet with Victor Sin to discuss this issue.

A. Organization Committee

Michelle Smith informed the group that the Organization Committee needed content for the newsletter. The newsletter format was passed around to the group. She asked for everyone's submission by Friday. Suggestions for newsletter content are business milestones (relocations, open houses, renovations, events).

Fans have been ordered but have not arrived. They will be in in time for distribution at the International Celebration. The goal for the BDA table is to have enough volunteers to man the table in two hour shifts.

Michelle is enrolled in the second part of the Word Press classes (Word Press 2).

Surveys from the Wine and Chocolate Walk showed an interest in learning more about the BDA from five visitors.

A. Promotion Committee

Tara Pedersen gave a cursory report of the Wine and Chocolate Walk. She reiterated that survey responses indicated five visitors were interested in volunteering for the BDA. A survey also was sent out to each of the wineries asking for their input. To date, no responses have been received.

Members of the BDA have participated in the city's Picnic in the Park series. These events are a good way to solicit involvement from the public.

More vendors and sponsors are needed for the Broadway Street Festival. Vendors can sign up online. Linda reported that she emailed 35 vendors from previous BDA events. August 5 is the deadline. Fee for each vendor booth is \$20. Hollands are allowing vendors to use their parking. Sponsorships start at \$250 and cap at \$2,500 for a presenting sponsor. Businesses on Broadway should be supporting this event. Presently, only \$500 and \$250 sponsorship levels are available. All funds received for sponsorships go directly to the BDA. Deadline for sponsorships is the end of July.

Volunteers also are needed for the Broadway Street Festival. The BDA will have a booth. In addition to volunteers at the booth, we will need runners, set-up and take down. A number of volunteers for each of these activities will be ideal. It will most likely be a 10-hour day.

Summary of City Funds Spending

Sue Anderson reported that the BDA had spent the entire \$15,000 of money available through the city's Main Street Program. In addition, the BDA has \$13,554.59 in its discretionary fund.

Intel Volunteers

Paul Cohen reported on a program whereby Intel is allowing employees who were recently down-sized eligibility for a program in which they can receive a \$25,000 stipend to volunteer at a 501(c)(3) organization (Intel Fellowship). He and Sue had applied for two different internships—one for a half-time Executive Director and one for a project manager to oversee the trolley proposal. As part of this program, Intel will pay for 1,000 hours of volunteer work. Intel expects that, at the end of the fellowship, the volunteers would transition to a full-time position. For the half-time executive directorship, the BDA would effectively be getting a full-time body with the hours that he and Harold also volunteer. This will make it easier to move up the tiers in the Oregon Main Street Program. The BDA will be responsible for paying taxes and other ancillary expenses associated with hiring an employee.

There was general discussion about where these people might be housed. In addition to office space, the BDA would be responsible for providing office furniture, office supplies and possibly a computer and printer. Details are still being worked out.

The RARE Program volunteer didn't work out. They felt that Beaverton was not sufficiently rural to warrant a volunteer from their program. Paul and Sue are still working on the possibility of a capstone student or group as well.

Old Business

Paul reported that the City Council had approved changes to the parking on Broadway. One side of the street will be one-hour parking and the other two-hour parking.

New Business

Paul reported on a Main Street conference that he attended with Harold Nolder. Part of the discussion centered around what a 501(c)(3) was allowed to do. There was discussion at the conference about charging a small fee for inclusion in a walking map of the downtown. Parking enforcement was another topic of conversation. Many main street organizations fill that function. There also was discussion about finding a charity with which the BDA could partner. The Board could make a decision and then assign the work to one of the four standing committees.

Paul talked briefly about funding that will become available to Oregon Main Street through state lottery funds. Five percent goes to historic preservation and urban renewal.

Paul gave a brief report about a requirement for businesses to have signs posted on all exterior doors and windows that open stating that no smoking or vaping within 10 feet. Fines for businesses not displaying the signs will be \$500.

The meeting adjourned at 12:50.