

Board of Directors Meeting Minutes for June 1, 2016

Wednesday, June 1, 2016

11:30 AM

Present: Paul Cohen, Michelle Smith, Sharon Lenz, Stewart Strauss, Harold Nolder, Linda Le Claire, Evelyn Orr, Sue Anderson, Stewart Strauss

Absent: Cameron Irtifa, Hailey Freeman, Tara Pedersen, Pam Clarke, Nhedti Colquitt, Jon-Michael Kowertz

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

Budget Update and Review Status of City Funds

Paul Cohen reported that in order to roll over city money requires a supplementary budget application. That should not present a problem. The BDA is trying to spend all of the Main Street monies this year. The brick project hasn't been completed and the art plaques have been delayed until next fiscal year.

Website Update

Michelle Smith reported that she had updated the website to include information about the Wine and Chocolate Walk. Linda Le Claire asked if there should be something on the website that refers to First Friday. Michelle agreed to come up with something. Sharon noted that the only First Friday events for this season are in August and October. Paul thought that the website could be updated to say that some businesses will be open late in August and October.

Michelle informed the group that there should be a link for Constant Contact on the website in the next few days. She said that she will try to get historical information from Cedar House Media to post on the website. Nhedti Colquitt is working on the newsletter which also will be posted on the website.

Michelle discussed payment methods for Friends of the BDA or others who want to donate to the organization through its website. She outlined the differences between PayPal and Square and said that the BDA will probably go with a PayPal account.

Wine and Chocolate Walk

Paul Cohen reported that the Wine and Chocolate Walk has been well-advertised. It was on AM Northwest this morning. Linda informed the group that, in addition to the two baskets being raffled on AM Northwest, there is a large basket that will be raffled to one attendee at the Wine and Chocolate Walk. Stewart asked if that information could be posted on the website with a link to the TV spot. Sharon agreed to ask if there was a way to link to it.

Linda said that a full complement of volunteers would be required to make the Wine and Chocolate Walk a success. The Promotion Committee needed people to meet at the Lanphere storage area to load tents, tables and chairs. There will be a tent set up at Lanphere to accommodate a band as well as at the Hula dance studio to host Doug Fulton. Tables and chairs will be set up on Angel Street between 1st Street and Farmington. The city is providing a large tent to be set up there for the Power Pep Band. Stanchions and ropes needed to be installed at all locations for the wine pours. Volunteers also would be needed to take down all the equipment and deliver it back to the Lanphere storage area.

Online Auction

Evelyn Orr gave an update on the online auction. She noted that it had been extended to Friday. The BDA has four items included in the auction. The Chamber is adding items every day.

Organization Committee

Evelyn reported that Nhedti Colquitt had ordered 1,000 business cards. Fans haven't been ordered yet. The Committee will finalize content on June 10 and place the order on that day. Volunteer postcards have not been ordered. There was discussion about the cost of the fans. Michelle said that her recollection was a cost of \$.58 per fan. The Committee planned to order

1,000. There was discussion about asking the city if some of the money earmarked for the plaques be used to fund the fans. Harold Nolder moved that the BDA ask the city to increase the amount earmarked for the fans. Funds should be taken from the money set aside to fund plaques for the art installations on Broadway. Linda seconded and the motion passed unanimously.

Evelyn informed the group that there still is work to be done on the postcard. The newsletter content has been finalized. Nhedti will provide hard copy for review on June 10. Organization Committee will ask for input from all BDA members. Sharon asked if there would be a reference to historic old town and that the BDA is a 501(c)(3) organization.

Opportunities for fund-raising were discussed. Evelyn asked that all BDA members provide ideas for raising money, including sponsorship opportunities.

Evelynn noted that she had checked with the city about taking classes. The city responded that they usually don't know ahead of time if they will have spots available. This would be a way that the BDA could take classes without having to pay for them. The city would not commit to saying the BDA can do this. Michelle noted that she, Sue and Tara had taken a NAC training class on event hosting.

BDA Booth for German International School Holiday

Evelyn reported that the German International School is going to take their holiday market and move it outdoors this year. Their hope is to grow the event and make it a holiday festival to coincide with the tree lighting ceremony. They are looking for sponsors. They will have a beer garden and European types of wares to sell. It could really morph into something big. The goal would be to do outreach to the communities and have residents attend the Beaverton festival rather than going to Portland. She noted that for the German International School to do this is a big deal. They make money on their indoor market, so that should translate to the outdoor festival. The BDA will have a booth. A wreath and garland theme was suggested.

Trolley

Harold Nolder reported that the Economic Vitality Committee had been working to get a trolley funded. There is a large pool of money at BURA for a parking structure. There also are grants that will be forthcoming for state lottery funds. He will be working with others to submit a grant application. He also will continue discussions with the city to inform them how the trolley would benefit the city. Stewart said that the committee had been in discussions with Gray Line to determine if a trolley is available for rent. The September Festival would be a good test case to see how that might work. The Committee will need to prepare a seed fund application for funding.

New Student Representative

Paul informed the group that Hailey Freeman, the student representative, was moving to New York. The BDA will need to recruit someone to replace her. He suggested that a student from ACMA could be a good fit for the organization. Stewart noted that he had contact information available from the time Hailey was elected. Paul said that students had a community services component with their studies. The program is sufficiently flexible that the student could show up for the board meetings.

RARE/Intern Update

Paul informed the group that the RARE Program representatives would be coming to Beaverton as part of the interview process. He noted that funding for the program was flexible and would occur over two fiscal years. Cheryl Twete is flexible about doing it over two years. We are looking at going forward with that. The possibility of an intern/capstone project had also been explored. He and Sue will follow up with the professor who runs the capstone project. It could be possible to get someone who has experience with fund raising to help put grants together vis-à-vis the trolley. Normally capstone students are not allowed to be paid. Start date for the intern/capstone project has yet to be determined. The RARE Program starts September 11th. Harold noted that, although the BDA can't pay a capstone student, it could pay for part of their coursework. Paul said that details will be finalized in the next few weeks.

The meeting adjourned at 12:05 p.m.

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