

Board of Directors Meeting Minutes for May 4, 2016

Wednesday, May 4, 2016

11:30 AM

Present: Sharon Lenz, Paul Cohen, Amy Koski, Linda Le Claire, Sue Anderson, Tara Pedersen, Michelle Smith, Pam Clarke, Nhedti Colquitt, Harold Nolder, Donna Sanson, Jon-Michael Kowertz, Stewart Strauss, Cameron Irtifa

Absent: Evelyn Orr, Hailey Freeman

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

Call to Order and Roll Call

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

Review and Approve Minutes

Tabled.

Committee Reports

A. Design Committee

Donna Sanson reported on the status of the brick engraving project. The contractor can only do the work in May through June. Chuck Wilson has asked the committee to design a pattern. As soon as the design is done the project can move forward.

Donna discussed the public art project. On Hall, the city is moving the kiosk and the Arts Commission is talking about putting a piece of artwork there. They felt there was no need to place a piece of artwork at Hall and Broadway. Instead, that artwork will be moved to Lombard. She stated that both she and Chuck have discussed with Elaine Worden the possibility of placing an art piece on the new Broadway plaza. Elaine indicated it might be possible for next year. Before a decision can be made, however, she wants to make sure that the businesses on Broadway are supportive of this idea. She is going to put together a meeting to get their feedback. Pam Clarke asked about the money that the Arts Commission had budgeted for the art piece on Hall and Broadway. Donna responded that these funds will go towards the installation of the artwork on Broadway and Lombard. Donna asked that anyone who is not supportive of an art installation on the plaza to let her know right away.

B. Economic Vitality Committee

Harold Nolder reported that the Economic Vitality Committee met and addressed the issue with the trees on Hall between TV Highway and Farmington. He noted that the existing trees were not native to Oregon and they are blocking signage and blocking lamps. Trees in that area should be more like the trees on Broadway. He asked for a statement of support from the Board. There was discussion about who would pay to have the existing trees removed and purchasing and installing replacement trees. Paul said the BDA would not pay for that. He asked how to get affected businesses involved. Cameron agreed to speak with the businesses affected and ask them to participate. The trees in this area are so huge there no visibility for the businesses.

After further discussion, Harold moved to provide a statement of support to the city for removing the trees and replacing them with more appropriate trees. Cameron seconded and the motion passed unanimously.

Harold reported that the committee is working on finding grants and lobbying the city for a downtown trolley. It is going to take substantial man hours on the part of the committee. He requested a vote on whether the Board is supportive of this endeavor. Cameron said he thought it is a very good idea because downtown is separated by two highways. It would solve parking problems as well. Paul noted that in 2020 when the round gets redeveloped and city moves down there the south side of Canyon could become isolated. The plans include a parking structure. A trolley could pick up people there and take them through the downtown.

Donna noted that Seaside has something similar. They charge a nominal amount and it only runs on Saturday and Sunday. It could be a resource for information and should be something fun so people will want to ride it. Paul said that he was at a Main Street conference and at least half of the cities represented have some kind of trolley. That is how they have solved their parking problem.

After further discussion, Harold made a motion that the Board support investigating the feasibility of a trolley. Linda Le Claire seconded and the motion passed unanimously.

The Committee also addressed the issue of A-frame signs and whether the Board should discuss the issue with the City. A few businesses on Hall received notices to remove their A-frame signs. Affected businesses have asked for support from area businesses. Paul reported that at the last City Council meeting they discussed A-frame signs and the feasibility of charging a nominal fee for them. Amy noted that the city is preparing a sign code update. They expect it for the end of the year. It will include adding A-frame signs as well as blade signs.

There was discussion that only a few businesses were targeted and asked to remove their A-frame signs. If there is going to be enforcement, it should be city-wide. Amy reminded those present that A-frame signs are in violation of city code. Nhedti Colquitt indicated that businesses that put their A-frame signs on the sidewalk were targeted by the city.

Paul noted that the Board could vote to add this item to a work plan. If Cameron wants to go before City Council to address this issue as an individual property owner, the BDA could go to support the request. Donna noted that the sign code is in the work plan for the Design Committee, but it has not been addressed. Paul asked if there was a proposal to add this to the work plan for the Economic Vitality Committee. Harold proposed that this issue be addressed by the Design Committee in concert with the Economic Vitality Committee. The proposal passed by consensus.

C. Organization Committee

Nhedti gave a brief report on activities of the Organization Committee. She noted that there were a lot of documents ready for review at the committee's next meeting. One of the items that required action was the fans. The target date for delivery of the fans had not been cemented, but they should be ready for distribution at the Wine and Chocolate Walk. She agreed to send out a report next week. Jon-Michael Kowertz asked if there was copy for the Wine and Chocolate Walk. Nhedti responded that she was preparing an article for inclusion in the *Beaverton Resource Guide*. Jon-Michael asked that she send that information to him for inclusion on the Chamber's calendar.

D. Promotion Committee

Tara Pedersen gave the report on Promotion Committee activities. Plans are being finalized for the Wine and Chocolate Walk. She asked if any of the businesses near Cameron and Nhedti would like to participate. Quite a few of the businesses on Broadway between Hall and Watson are participating. There will be a band on Broadway, one on Angel Street between 1st Street and Farmington Road and another on Farmington at the Hula dance studio to showcase its new mural. The committee still is working on securing more wineries. It had decided to showcase five businesses within the downtown core. Amy asked if the BDA's insurance will cover this event. Paul agreed to check on this. Amy said that people pouring should have their own insurance as well.

Feedback from City Council Presentation

Paul reported on the BDA presentation to City Council. He noted that Cameron and Amy joined him. Cameron said that Paul did a very good job explaining the whole process—how many volunteer hours, how we got there and where we are today. He was very focused, to the point and I think City Council was very appreciative. They said they looked forward to the BDA's next presentation. Amy said they didn't seem to notice this was the first time the BDA had made a presentation.

Budget Review and update

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Paul reported that there is about \$6,000 remaining and available for see3d fund applications. He and Sue Anderson will meet to discuss this. Amy reported that the last First Friday season the

BDA didn't spend the full \$15,000 available Main Street monies. The new seed funds are going to fit within the \$15,000 parameter.

RARE Overview

Paul reported that he and Sue had prepared a proposal and asked for the city to contribute to the RARE program in some way. The city could contract services to the RARE volunteer. In many instances, the RARE volunteer is tasked with parking enforcement. He noted that currently the city does not enforce tickets under \$110. Some of the smaller communities collect \$8,000 to \$15,000 with parking enforcement. If the BDA is approved for a RARE volunteer it could petition the city to allow it to take over parking enforcement.

Donna said that she felt parking has been over-blown as a problem in the area. She noted that at lunch-time it is very difficult to find parking on Broadway. Businesses need to stop talking about what a huge problem it is and tell people to drive around the block. There aren't many public lots anymore. Public parking at the bank is full now. There have to be some places people can park and not worry about it. Paul remarked that changing parking to two hours addresses that. Donna responded that if you have lunch and then want to go to two or three shops it can't be done in two hours.

Sharon responded that the issue is with employees and owners parking on Broadway. The problem is more towards Hall Street. Paul said that when you go down 1st Street about 1/3 of the spots are taken by employees or owners and about 80% of the spots are taken by Beaverton High School students. The entire downtown has a parking issue. A lot of it is students and employees. They are talking about enforcing tickets the second time for an infraction.

Paul further reported that PSU has three different programs having to do with downtown Main Street. He and Sue sent an email asking if they would be interested in working with the BDA on either a capstone project or as an intern. They have a number of different programs. Some are paid and some are for credit. We have gotten three or four responses. Given our budget of about \$22,000 a year PSU might be a significantly less expensive alternative. The idea is for the intern to be the downtown manager. They would have an office; they would have a BDA phone; they would be tasked with doing recruitment. They could do the initial budget. It is a full-time manager for this organization or at least one-half-time. \$22,000 gets about 1,000 hours a year. It probably would be a graduate student, but seniors in college also would be eligible to apply.

The RARE Program is done through AmeriCorps and also involved post-graduate students. The BDA would actually pay AmeriCorps. They provide a full time student for a year or 10 $\frac{3}{4}$ months starting September 11. The volunteer get some time off. There are mandatory conferences for them to attend. Cost of the conferences comes out of the \$22,000. Doing this through PSU we could get some hours free and then we would pay the balance. RARE program is designed to produce a downtown manager. Internship at PSU varies by what you choose. If you have a project you like to do you could get a class for free. We are competing with everybody else. You have to qualify and then they have to want to come here. It is more complicated than RARE. There are three different departments at PSU who deal with this. One is handling freshmen and sophomores; one is juniors and seniors and one is post-graduate.

Harold asked at the Transforming Downtown level of Oregon Main Street if the BDA is required to have a half-time or full-time person. Paul responded that our current status calls for 20 hours per week.

Amy noted that whether the BDA goes with RARE or some other program, it will need to put together a hiring packet. RARE will handle all the overhead expenses. Paul responded that with the internship PSU handles some of that. It won't be like hiring an employee. Amy said that the BDA still will be paying someone and that it needs to have a policy in place.

Old Business

Jon-Michael gave a brief report on the small business program. He noted that six small businesses were chosen to participate. They are all from the downtown area.

There was discussion about parking on Broadway. Paul responded that the issue will come before City Council on the third Thursday in June. He noted that one of the loading zones on Watson has been removed. That should yield three parking places.

New Business

Paul informed the group of a \$40,000 matching grant available from the state that no one has applied for. The program is called Diamond in the Rough. It is primarily for restoring the storefront of historical buildings. It is a matching grant, but they are allowing in-kind match. It has to be storefront.

Linda informed the Board that the September 17th Street Festival would require everyone on the Board to participate. The city is expecting a lot of volunteer participation.

Michelle Smith reported that the Organization Committee has talked about starting Friends of the BDA. Do we want to put that on the website and associate either a square or PayPal account? Pam said that it would cost the organization money for either of those payment methods and asked if the BDA would build in that charge. Michelle responded that the BDA would take whatever they want to give us. It is their preference. Paul told Michelle that she could make that decision. Jon-Michael said that there is a cost of doing business and reminded the group that there are other donation platforms as well. Cameron asked how do friends of libraries do it? Michelle agreed to look online. Once she decides on a payment method, the funds would need to go through Cameron. An account will have to be established.

Paul reported on a fund-raising opportunity currently underway in Newberg. They have the pole signs similar to the ones used for First Friday and they use those for advertising purposes. The sign has their information and “sponsored by” with the sponsor’s logo attached. They have four different opportunities for the four seasons. The first year, the BDA wouldn’t make a lot of money, but in subsequent years, the BDA should see a significant amount of money. Newberg charges \$300 for each pole sign. It’s not terribly expensive and it lets people driving in the area know about your business. The pole signs are reasonably cheap so the BDA would recover its money. The signs in Newberg say “Welcome to Newberg” and then some information about the sponsor’s business. Amy said that there are 32 First Friday signs available. Linda asked which committee would be responsible for this program. Paul responded that it would be either Economic Vitality or Organization.

The meeting adjourned at 12:50 p.m.

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