

Board of Directors Meeting Minutes for July 2, 2014

Wednesday, July 2, 2014
8:00 AM

Attendees: Sharon Lenz, Paul Cohen, Carrie Ann Schubert, Bernie Kurtz, Donna Sanson, Jed Tomkins, Amy Koski, Larry Cavasso, Deb Messina, Claudia McCarter, Linda LeClaire, Stewart Strauss, Bev Ecker, Evelyn Orr, Sue Anderson, Hailey Freeman

Absent: Carrie Ann Schubert, Claudia McCarter, Linda LeClaire

Guest: Michael Rizzitiello

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

Wayfinding Presentation – City of Beaverton

Michael Rizzitiello, Economic Development Project Coordinator, from the City of Beaverton gave a presentation on the implementation of the Wayfinding Project. He noted that the Wayfinding Project was undertaken because it was one of the goals mentioned in the Civic Plan as well as the Transportation Plan. Wayfinding was needed because there is a lack of signage presently, as well as an incomplete navigation system and hidden signage. The plan was presented to the City Council in April and they advised to begin implementation.

The original plan was to start signage around TriMet, but it was difficult trying to figure out their sign codes and various regulations. So, implementation of Phase One was moved to the Old Town area. For the initial project, a three-sided information kiosk featuring a roof and a map of the downtown area will be placed at the Library. Additionally, pedestrian directional signs will be placed along Hall Blvd., Watson Ave., Farmington Road, and 1st Street. Parking signage will be installed if funding permits.

Funding for the project comes from a \$41,416 Capital Grant from Washington County Visitors Association. Additionally, the city is funding \$30,000 for wayfinding signage in FY 2014-2015 through its Capital Improvement Program.

The city will begin to fabricate and install Phase One wayfinding signage in Fall 2014. The program is expected to take four years to complete.

There was roundtable discussion about signage in other areas of the downtown, particularly Broadway. Michael Rizzitiello informed the group that signage for Broadway would be implemented with the Broadway Streetscape Project. A question was raised concerning gateway signage. Michael Rizzitiello stated that there are plans for gateway signage, but they are cost prohibitive with each one costing between \$12,000 and \$17,000.

Review and Approve Minutes

Amy Koski amended the June Board Meeting Minutes as follows:

The first paragraph under Budget Review and Discussion was changed to read “Larry Cavasso asked if anyone had questions about the budget he circulated. Jed Tomkins noted that he was unsure when the City of Beaverton funds their budget. City Council approved the Economic Development Division’s line item of \$15,000 for community and business development related events that is available through the Beaverton Main Street Seed Fund.”

The minutes as amended were approved unanimously.

Budget Review and Discussion

Tabled.

Committee Reports

A. Economic Restructuring Committee. Deb Messina reported on the following.

1. Small Boxes Beaverton. This event is scheduled to begin on Saturday, November 29 (Small Business Saturday) and end on December 5th. The kick-off will coincide with the tree lighting ceremony. Small Boxes Beaverton will target businesses that have retail or services that can be easily accessed by lots of people. Each business has to be able to easily offer an incentive. There should be a big benefit to getting people to walk in the store. The passport that accompanies this event will have an historical component.
2. Signage Project. There is a meeting scheduled on July 7th at 7:00 p.m. in the Community Center. This is a NAC meeting to begin the legislative process. There was roundtable discussion concerning who should attend the meeting and what kind of support the BDA could provide. Deb Messina and Paul Cohen agreed to attend the meeting.
3. Website. Paul Cohen reported that the website is up and getting reasonable traffic. It has current First Friday information. Jed Tomkins stated that he would like the Work Plans to be included on the website.

B. Promotion Committee. Donna Sanson reported on the following.

1. First Friday. The next First Friday event is scheduled for August 1st. It is the car show and cruise-in. She distributed registration flyers for the event. The History Center is the host business for August. They got a late start planning the car show. They did raise the price of admission from \$5 to \$10. All profits will be split between the BDA and the History Center. Each participant will receive a gift bag. The main part of the August event will take place on Broadway. There will be a raffle. The BDA table will be in front of the History Center. Evelyn Orr agreed to man the table.

For the September event, there will be doggie dress-up as well as a doggie walk to start the parade.

2. Seed Fund Application. Donna Sanson presented a Seed Fund Application for \$1,863.92 broken down as follows:

- Live Music - \$1,000
- Crown Trophy for Cruise-in Plaque People Choice Award - \$25
- Cruise-in Dash Plaque - \$100
- Water for gift bag - \$24.95
- Water bottle wraps for gift bag - \$44.97
- Cruise-in Posters - \$10
- Cruise-in Flyers - \$10
- Monthly Promotional Flyers - \$60
- Best Rate Limo \$585

Donna Sanson noted that she has not received invoices for the musicians.

Bev Ecker moved to approve the Seed Fund Application. Deb Messina seconded and the motion passed unanimously.

- C. Design Committee. Bev Ecker reported on the progress she and Claudia McCarter have made on the walking tour map. Costs for the map will be \$2,000 for 5,000 copies. In addition to that, there will be \$1,000 of design work. The target for printing the map is October. She noted that it will be geared toward kids and families. It will include some cartoon characters like beavers. The plan is for it to have a scavenger hunt aspect. It will be 11" x 17" tri-fold with a sateen finish. There will be six panels on both sides. The BDA will have a banner on it. The Historical Society and the City of Beaverton also will be included. There will be a map across the middle third with pictures of buildings on the top. The map will include an historical component.

There was roundtable discussion concerning how the map should appear and whether it should include businesses for shopping purposes. There also was discussion concerning the possibility of more than one map or including an insert in the map that is geared towards children. It also was suggested that the BDA might need a separate brochure.

Since there were so many options suggested for the map, it was the consensus of the group that the discussion continue at a future meeting. It also was suggested that the project might be expanded to include additional members of the Board. Donna Sanson suggested that the BDA ask the Executive Committees of other cities what they do and if they could send examples of their literature.

Fundraising and Online Auction

Evelyn Orr presented a proposal for the Chamber of Commerce to run the BDA's Online Auction for fundraising purposes. This auction would be in conjunction with the Chamber's Annual Pre-Holiday Shopping Auction.

- The cost for using the Bidding for Good software is \$495. This price is for one year and allows for an unlimited number of auctions. The software renews annually in August.
- Last year with sponsorships and donations the Chamber raised almost \$8,000 in its Online Auction.
- Auctions can be run nationwide or locally
- Procuring donations and sponsorships is the BDA's responsibility
- Gift cards, get-aways, car detailing and events raise the most money
- The Chamber auction committee meets the 3rd Wednesday of the month at 11:00 a.m.
- Costs to BDA for the Chamber's Online Auction Service
 - a. Bidding for Good gets \$495 for software use and 10% of item's final bid/total
 - b. BDA will pay half of the \$495 fee
 - c. 10% of BDA's bidded items total will go to Bidding for Good
 - d. 20% of BDA's bidded items total will go to the Beaverton Chamber of Commerce for data entry, management of donations and sponsorships, and promotions
 - e. 20% of BDA's sponsorship dollars will go to the Beaverton Chamber of Commerce for data entry, management of donations and sponsorships, and promotions
- The BDA is responsible for procuring the donations and sponsorships for their portion of the auction

The meeting adjourned at 9:40 a.m.