

# Board of Director Meeting Minutes for November 4, 2015

Wednesday, November 4, 2015  
11:30 AM

**Present:** Sharon Lenz, Paul Cohen (by phone), Amy Koski, Linda Le Claire, Stewart Strauss, Evelyn Orr, Cameron Irtifa, Sue Anderson, Tara Pedersen, Michelle Smith, Pam Clarke, Nhedti Colquitt, Jon-Michael Kowertz

**Absent:** Hailey Freeman

**Guests:** Harold Nolder, Donna Sanson

**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

Linda Le Claire made a motion to approve the minutes of the October meeting. Sharon Lenz seconded and the motion passed unanimously.

## City Seed Fund Proposal

Tabled.

## Broadway Holiday Plans

Donna Sanson met with the group and reported on plans for the holiday season. She noted that the Promotion Committee met and decided not to do anything for the holidays. Separate from this, she approached the businesses on Broadway between Hall and Watson to gauge their receptiveness for putting a tree in the new plaza. She suggested that each business in that area donate \$40 to get a tree for a projected total of \$600. She has heard back from nearly all the affected businesses and has received 12 commitments, one negative response and one who has not responded. The cost for an 18-20 foot tree will be about \$100. She said that the tree will require a sturdy base and a way to secure it so it doesn't blow over. Big ornaments and ribbon will be placed on the tree. The public will be asked to come and put an ornament on the tree. She said she thought it would be great if the businesses down by the Holland property did a tree as well as the businesses on 1<sup>st</sup> and Angel and Washington.

Amy Koki said that they would need to run the proposal through planning and transportation. She further noted that there was a question about putting lights in the new street trees. She is waiting to get final answers. It sounds like while the trees are small enough businesses on Broadway could do it themselves. Public Works would like to see battery or solar powered LED lights so there aren't cords going across anything. Amy said that she didn't see anything to prevent either businesses or the BDA putting lights on the trees in the streetscape.

Tara Pedersen informed the group that there was no need to spend more money for new lights this year. Amy responded that she is waiting for information from Public Works to determine what they will need in the way of lighting for this holiday season. There was additional discussion centered around lighting the trees in the streetscape. Donna asked if the trees had power to them. Amy responded that that did not happen, but agreed to see if it could be corrected in the future. Tara noted that there are battery powered LED lights.

Donna asked Amy if she saw any problems to doing a tree on Broadway. She noted that they will need to start purchasing things and make arrangements for the tree to be delivered. She also inquired if she should include in her special events permit the possibility of putting a tree on the Holland property as well as 1<sup>st</sup> and Angel. After discussion, it was decided to include these additional areas.

## Small Boxes Beaverton

Sue Anderson presented information on Small Boxes Beaverton. This year the event is opened up to small

brick-and-mortar, family-friendly businesses from all over Beaverton. The cost to participate decreased to \$15 per business. The passport has been eliminated. There is no need to attend meetings. No prizes or in-store drawings. There is a website—[smallboxesbeaverton.com](http://smallboxesbeaverton.com). There also is a facebook page – [facebook.com/smallboxesbeaverton](https://facebook.com/smallboxesbeaverton). Eleven businesses have chosen to participate this year. They are:

- Art on Broadway
- Beaverton Bakery
- Clockwork Rose Confectionary
- Costume Avenue
- Curiosities Vintage Mall
- Peddler's Pack
- Penelope's Hope Chest
- Peonies & Possibilities
- Quilter's Corner Store

Even though the event was open to any business anywhere in Beaverton, the majority of the participating businesses falls within the BDA focus area of Old Town.

### New Business

Tara asked if anyone wanted to talk about the retreat. She noted that the BDA now has a clear vision as well as goals for every committee. Sheri Stuart is working to revise the BDA's "one-pager." Cameron asked if there is a date by which the BDA should receive the update. Sue agreed to ask Sheri when the BDA can expect to receive the revised version.

Amy said that a request for funds to produce the "one-pager" should go into a seed fund application. She reminded the group that the BDA will need to do an annual budget in April. Each quarter, the BDA also will need to submit a proposed budget coupled with projects covered. First project proposals will be due December 1. This will be a good time to look at work plans for each committee. The Board also should look at how it is going to spend the approximately \$7,000 remaining in this year's budget. She also said the group should be thinking about a March presentation that has to go before the City Council. April 15 is the deadline for the annual budget for the new fiscal year.

Cameron Irtifa noted that at the last Board meeting, the members discussed electing Harold Nolder as chair of the Economic Restructuring Committee. He made a motion to that effect. Linda Le Claire seconded and the motion passed unanimously. This vote was taken outside the parameters of the Board's responsibility. It should be revisited at a later meeting.

Tara asked if it would be advantageous for all the standing committees to meet once a year. Stewart responded that this is the appropriate time to be looking at things like that. He said the Executive Committee would look at that as well as a budget forecast for December 1. He asked that proposed budgetary expenditures be sent to Sue for the Executive Committee's review.

Jon-Michael reported on the City of Beaverton's second annual business walk. More than 250 businesses were visited this year. Overall response from businesses contacted was positive. It is something the Chamber looks forward to doing again.

The meeting adjourned at 12:15 p.m.