

Board of Directors Meeting Minutes for June 3, 2015

Wednesday, June 3, 2015
11:30 AM

Present: Sharon Lenz, Paul Cohen, Carrie Ann Schubert, Bernie Kurtz, Claudia McCarter, Stewart Strauss, Cameron Irtifa, Sue Anderson, Hailey Freeman, Jon-Michael Kowertz

Absent: Jed Tomkins, Amy Koski, Larry Cavasso, Linda LeClaire, Evelyn Orr

Guests: DaNeshia Barkley, Megan Braunsten, Donna Sanson

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

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

Crime Prevention through Environmental Design (CPTED)

DaNeshia Barkley from the Beaverton Police Department met with the group to discuss ideas for preventing crime through environmental design. She said the department was implementing community police, which is a philosophy whereby the police officer understands that s/he has the power to change a situation or correct a behavior by means other than arrest, or to take steps after the arrest to solve the problem. CPTED uses four overlapping concepts that include

1. Natural surveillance – open clear and maintained landscaping, avoidance of entrapment areas
2. Territorial reinforcement – the creation/design of space that shows and displays ownership. Turning a dark corner behind a business into an outdoor employee lunch area. Turning a bare wall, likely to attract graffiti, into public art.
3. Access control - controlling access to a site by strategically placed guides (wayfinding)
4. Maintenance – encourage the end product to be a project or location that can be easy to maintain. Think about foliage that grows with limits and materials that are long lasting with minimal care. keep shrubbery below windows and well groomed as well as tree limbs trimmed to at least six feet above ground level.

There was general discussion concerning a police presence in the community. It was suggested that police visit the businesses in their area. First Friday would be a good forum for the police to interact with the public.

The issue of crosswalks also was discussed. Carrie Ann Schubert noted that crossing Hall at Broadway was very difficult. She felt that her customers would be reluctant to cross the street to visit her bakery. Daneshia Barkley asked if anyone had petitioned the city to put a crosswalk there. There was further discussion concerning speed limits on some of the major thoroughfares.

TIGER Grant

Megan Braunsten informed the group that the city was working on applying to the federal government for a grant to improve Canyon Road. She said that Hillsboro received a TIGER grant in 2014. She asked that local businesses call and email their respective representatives and senators to let them know the importance of this project. She also distributed a sample script for this purpose. Megan also told the group that this was only a streetscape improvement project. She further noted that crosswalks in the area would be improved and at least one crosswalk would be added.

Review and Approve Minutes

Claudia McCarter moved to approve the minutes of the May meeting. Cameron Irtifa seconded and the motion passed unanimously.

Budget Review and Discussion

Paul Cohen informed the group that the BDA spent all the monies received from the city except for approximately \$68. He also noted that a check from Intel was received. An additional check from the Chamber of Commerce for the online auction was expected. The new budget with the city starts July 1. The BDA will work closely with Megan Braunsten to determine the correct procedure for accessing that money.

Committee Reports

A. Promotion Committee

Donna Sanson gave the report for the Promotion Committee.

- Donna showed the group the tote bag for the 2015 First Friday season. She said that the committee was considering doing something different each year. Each participating business received 10 tote bags. Vendors also received some tote bags.
- The Beaverton Valley Times published an article on First Friday.
- The bands for the 2015 season are excellent. A 17 piece orchestra will play in front of Beaverton Bakery for the June event. Another band will play at Beaverton Florist.
- Koi Fusion food truck will be on Broadway.
- Twelve vendors will participate in the June event. Between \$300 and \$350 has been raised in vendor fees. The committee hopes to raise at least that much for the July – September First Friday events.
- The Committee instituted a program whereby every participating business has a Block Captain. The Committee contacts the Block Captains and they disseminate information to the businesses for which they are responsible.
- First Friday is listed on the City of Beaverton Calendar of Events as well as in the city's newsletter.
- For the June First Friday Broadway Saloon and Bootleggers are going to have a beer garden in the street. They also are hosting a raffle with the proceeds benefiting the Nepalese earthquake victims. The raffle prize will be a basket of Pendleton Whiskey products. It is anticipated that they will host a beer garden as long as Broadway is closed.
- For the July First Friday event the Committee is collaborating with Beaverton Bakery for their 90th anniversary celebration. There will be carnival games. People will be able to buy tickets to participate in the games. Carrie Ann Schubert is hosting a bake-off in conjunction with the anniversary celebration. She will judge the entries.

B. Design Committee

Claudia McCarter presented the report for the Design Committee. She informed the group that the schedule for the Broadway Streetscape project was the same as the one outlined in the May meeting. She also noted that the project included 1% for public art. The Committee met with the Arts Commission members. Several locations for public art were discussed. Hopefully a streetscape project for the other end of Broadway will be implemented. That would be Phase III.

C. Economic Restructuring Committee

Tabled.

D. Organization Committee

Tabled.

The meeting adjourned at 12:50.