Board of Directors Meeting Minutes for December 2, 2015

Wednesday, December 2, 2015
11:30 AM

Present: Sharon Lenz, Paul Cohen, Amy Koski, Linda Le Claire, Stewart Straus, Evelyn Orr, Cameron Irtifa, Sue Anderson, Tara Pedersen, Michelle Smith, Pam Clarke, Nhedti Colquitt, Jon-Michael Kowertz, Harold Nolder
Absent: Hailey Freeman
Guests: Gina Wilson, Chuck Wilson, Cindy Sturm, Jamai Cherry
Location: Lanphere Conference Room, 12505 SW Broadway St., Beaverton, OR 97005

The meeting was called to order at 11:30 a.m.

<u>Beaverton Community Vision Presentation</u>

Jamai Cherry joined the group again to discuss the Beaverton Community Vision Action Ideas. He distributed a list of action ideas for consideration. The first item discussed was expansion of the night market with crafts, food and entertainment. Linda Le Claire noted that working more closely with the city could enhance attendance. Jamai also pointed out that people seem to like the idea of districting. He said that signage was a big component of making old town more people friendly. The idea of food carts was discussed. Harold Nolder pointed out that one of the major stumbling blocks for a food cart pod in Beaverton was the requirement for public restrooms. Nhedti Colquitt said that, in conversation with the Hollands, they had a plan to put in restrooms as well as a covered seating area. After further discussion, it was the decision of the Board that each member review the document Jamai distributed for possible ideas on how they could be incorporated into a BDA action plan.

<u>Public Art (Seed Fund Application</u>

Chuck Wilson reminded the group that, earlier in the year, he presented a proposal for a seed fund application for public art in downtown. Two sculptures would be placed on Broadway at the intersections of Hall/Broadway and Watson/Broadway. He noted that $1,100 had been earmarked for Broadway in conjunction with the Streetscape project. Total costs for the sculptures would be $6,000. He asked if the Board would be able to commit to $1,900 in funding for the project. The remaining funding would come from NAC and the Arts Commission.

Evelyn Orr noted that this proposal should fall into one committee's work plan. The seed fund would be accomplished as part of that work plan. Paul Cohen remarked that, before it could commit funds, the BDA would need to know from which fiscal year the money would come. The Board would need to know how much it has before it could commit funds. Elaine Worden replied that costs to the BDA would be $500 for installation of the artwork; cost to decommission the artwork is also $500. She further noted that only $5,000 would be required.

Chuck further stated that the NAC could commit to $2,000 this year and perhaps $3,000 next year. Evelyn reiterated that in order to receive funding from the city this item would need to appear in a committee work plan. Further discussion resulted in the decision that the Design Committee should assume this task. As there is no chair for the Design Committee there was discussion about how this would be accomplished. It was suggested that Donna Sanson might be asked to assume the chairmanship. Paul agreed to speak with her. Elaine asked if this was still a project in which the BDA had an interest. It was agreed that the item should be included in a work plan. Work plans would be evaluated at a later Board meeting and requests for funding would be prioritized. Chuck agreed to resubmit a seed fund application when work plans have been approved.

<u>Brick Engraving</u>

Paul asked the status of having the bricks in the new plaza engraved. Gina Wilson replied that the Promotion Committee had discussed this. Her hope was that the bricks would be engraved in time for the First Friday season opener. Tara Pedersen said that the Promotion Committee would meet this date to start work on the work plan. There is also a meeting scheduled with city personnel later in the day. Evelyn said that the Organization Committee plans to do a postcard to accompany the brick engraving. Tara suggested that the Promotion Committee and Organization Committee make that a joint project.

Review and Approve Minutes

Pam Clark made a motion to approve the minutes of the November meeting. Harold Nolder seconded. The motion passed with Paul Cohen abstaining.

Ideal Volunteer Profile

Nhedti Colquitt informed the group that one of the things the Organization Committee recognized is to be as successful as possible the BDA needs to know what it needs in terms of skills, personality, time involved for each potential volunteer. She asked that each committee chair work with the Organization Committee to come up with a skill set. She asked that ideas be sent to her via email. She agreed to make that a subset of the Organization Committee work plan. Nhedti also noted that the committee wants to improve the volunteer questionnaire that is currently being used. It would be modified and put into a half sheet format so that it could be distributed at BDA events. Stewart Strauss asked if there was a place on the website for people to volunteer. He thought it might be helpful to have this information housed there.

Organization Committee Volunteer Expectations

Nhedti reported that the Organization Committee was experiencing difficulty in communicating with the Board. She noted that oftentimes people don't respond to emails that are sent. She asked that board members respond to emails, even just to acknowledge receipt. She said that the committee is working on trying to come up with a better way to handle communications in the group. She also remarked that at some point the committee needed to look at volunteer expectations.

Paul said that he had access to a couple of hundred email addresses. If someone sends something to the BDA's email it will get immediate attention. He agreed to set up email addresses that would be reserved for Board business. He said that the committees all have a dedicated account. Presently, most of the emails come to the general BDA email, which he handles. He asked that anyone who wanted a BDA email address to let him know.

Committee Chair Elections

Paul reported that there appears to be some confusion about how committee chairs are elected. He noted that each committee elects its own chair. Anyone on the committee can vote on the chairmanship. Chair terms are until the resign or get voted or for three years, whichever comes first. He stated that the Board cannot assign a chair to a committee. He informed the group that the Economic Restructuring Committee elected Harold Nolder as its chair.

Paul noted that at its January meeting the Board would be electing a new Executive Committee. There are four positions available (Chair, Vice Chair, Treasurer, Secretary). Generally, the people filling the secretary and treasurer positions continue. The Chair and Vice Chair are up for reelection. He said that he and Stewart are interested in continuing in those positions. Anyone else interested in running for any of the positions on the Executive Committee should let him know before the January meeting.

Linda Le Claire asked how a Board member could vote if they could not be present at the January meeting. Paul responded that the Board member could give someone their proxy. The proxy would then vote how the Board member advised. Michelle asked if a Board member could vote in advance if s/he would not be present in January. Paul replied that that would not be permitted as the vote could not be anonymous.

There was some confusion about due dates for work plans and budgets. Paul informed the group that work plans would be approved at the January meeting. Budgets for Q1 are due December 15th. Budgets for the remainder of FY 2016-2017 are due April 15. They should be discussed at the March Board meeting.

There also was discussion about the proper procedure for filling an open at large Board position. Paul said there was a procedure outlined on the website that should be followed. Further discussion ensued. Paul noted that a person can't fill an at-large seat as well as be a committee chair. Each Board member gets one vote. The Board consists of 15 people. Eleven are voted in and four are chairs. The Executive Committee fills four of the 11 seats. There also is one youth representative. Stewart said that at some point there needs to be a discussion about the youth representative position. He noted that he is not sure about Hailey Freeman's situation. She may not be continuing. The Board should be thinking about recruiting a new youth representative.

<u>Transforming Main Street Application Next Steps</u>

Paul informed the group that Oregon Main Street Program has invited the BDA to move up its structure to the Transforming Downtown level. He noted it was a long application and is due January 12th. Actual process is to fill out the application on paper and print out four copies and FedEx it to a certain address. Electronic submissions are not allowed. One of the requirements is for a dedicated 16 hour a week staff person. The BDA needs an eight hour a week volunteer to be a point person and someone who can be reached at all times. The Board collectively could then fulfill the remaining eight hours. Harold Nolder agreed to volunteer for eight hours a week. He also noted he had a space that could probably be used as an office for the BDA.

Paul noted that one reason the BDA wants to move up to the Transforming Downtown level is so that it can access Oregon lottery dollars. Any of the Main Street organizations are able to apply, but the higher an organization is in the Main Street structure, the more likely it will be awarded money.

<u>Oregon Main Street Exploring Downtown Annual Report</u>

Paul informed the group that an Exploring Downtown annual report is due to the Oregon Main Street Program. This is just another form the BDA needs to complete and submit. Amy Koski asked if there was an annual report requirement to maintain the 501(c)(3) designation. She noted that should go on the BDA's website. Paul agreed to check on that as the Exploring Downtown annual report is completed.

<u>Website Content</u>

Michelle Smith informed the group that she asked if she could attend the NAC training on website content that the city hosted. She noted, however, that it likely would not occur until sometime in February. Tara said that Michelle had agreed to take over some of the work on the website. Paul remarked that Deb Messina currently maintained the BDA's website. If anyone had changes, they needed to be submitted to her. The responsibility for maintaining the website was a function of the Organization Committee. Linda noted that Deb sometimes couldn't get information on the website in a timely manner. Paul said that if someone else wanted to work on the website, they would need to know Word Press. He further noted that an eight hour per week volunteer could be tasked with website maintenance as well as other social media updates.

Michelle said that she anticipated a lot of changes to the website from the Organization Committee. She asked if it would be possible to have a student to take photographs and write articles. Evelyn noted that skills such as these would likely be requested in the volunteer profile. Paul said that if someone else takes over maintenance of the day-to-day operation vis-à-vis the website, he still would like to have Deb Mesina handle the search engine optimization portion.

<u>Walk This Way</u>

Paul reported that on December 7th the city is having a Walk This Way program. There will be a presentation beginning at 10:00 with a walking tour of the downtown following it. The walking tour runs from 11:30 a.m. to 12:15 p.m. and starts at the Beaverton Library. He noted that many of the downtown businesses are closed on Monday. He wondered if they could be open during the walking tour.

<u>Old Business</u>

There was discussion about the BDA table at the tree lighting ceremony. Details were worked out during the meeting (table cover, banners, etc.). Paul asked that anything for the BDA table be delivered to him on Friday between 2:30 and 3:00 p.m. He noted that he had business cards.

Cindy Sturm noted that there had been discussion about food pods in the downtown. She said that the last time she checked there weren't any applications with the city. There was discussion about which committee's work plan should house this item. The general consensus was that it should fall under the Economic Restructuring Committee. Cindy said that there should be a plan to meet with property owners who have appropriate properties. Amy noted that there has been a lot of interest in a food cart pod. Harold said that one of the stumbling blocks to having a food cart pod in Beaverton was the requirement for restrooms. Nhedti said that she had spoken with the Hollands about the possibility of a food cart pod on their property. Further to that discussion, the Hollands were amenable to putting in restrooms as well as tables for diners.

Meeting adjourned at 12:50 p.m.