

Board of Directors Meeting Minutes for July 1, 2015

Wednesday, July 1, 2015
11:30 AM

Present: Sharon Lenz, Paul Cohen, Carrie Ann Schubert, Larry Cavasso, Claudia McCarter, Linda Le Claire, Stewart Strauss, Sue Anderson, Tara Pedersen, Bernie Kurtz

Absent: Amy Koski, Evelyn Orr, Cameron Irtifa, Hailey Freeman, Jon-Michael Kowertz

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

Call to Order and Roll Call

The meeting was called to order at 11:40 a.m.

Review and Approve Minutes

Stewart Strauss moved to approve the minutes of the June Board meeting. Linda Le Claire seconded and the motion passed unanimously.

Budget Review and Discussion

Larry Cavasso distributed a current income statement. It showed total revenue of \$13,528.35. Total expenditures were \$9,359.55. The net operating revenue was \$4,168.80. He also distributed a spreadsheet detailing how the Main Street Seed Fund money was spent for the 2014-2015 fiscal year. Of the \$15,000 available from the city, the BDA spent \$14,931.98.

Paul Cohen asked Larry if he had determined what reporting structure he would use for the presentation to the city detailing how the BDA spent the large check for seed fund applications. Larry responded that he hadn't decided yet, but it would probably be something similar to his spreadsheet.

Larry reported that all vendors for First Friday events had been paid. He asked that in the future when submitting invoices note whether the invoice still needed to be paid. He said that he tries to pay most vendors using the debit card.

Committee Reports

A. Promotion Committee

Tara Pedersen reported on a new seed fund application for the August musicians and volunteers to assemble/disassemble canopies, tables and chairs, and games. The amount of the seed fund was \$1,225. After roundtable discussion, Stewart Strauss moved to approve the seed fund. Larry Cavasso seconded and the motion passed unanimously.

Tara then reported on preparations for the July First Friday event.

- Celebrating Beaverton Bakery's 90th year in business. The bakery is having a bake-off. Carrie Ann will be the judge. The Oregonian is doing a story on the bakery and the celebration. That will be an opportunity to promote First Friday. Carrie Ann has rented a dunk tank for the night. The mayor and chief of police will be in the tank for the first hour.
- Hop in/Hop Out limousine service reinstated
- Carnival games. There will be two students assisting Stewart at the BDA table. They will sell tickets to play the games at \$.25 each. Each person who buys a ticket will receive a necklace which they can later turn over for a prize of their choice. The dunk tank will be three balls for \$1.00.
- An additional street closure has been added. For the first time, 1st Street from Watson to Angel will be closed. Jana DeCarli complained that she was not informed first. She has agreed to put tables and chairs for both decarli and Watson Hall in the street.

- Mocha Roma truck will be on Broadway
- The band scheduled to play at Beaverton Florist will be moved to 1st and Angel.
- Bootleggers and Broadway Saloon will have a beer garden again.
- Art on Broadway has a fused glass demonstration.
- Masonic Lodge will have Mediterranean food.
- Peonies & Possibilities will offer a “picking adventure.”

Tara asked the board members to like the BDA Facebook page. She also asked if the BDA would like to participate in the Beaverton Parade. The parade is scheduled for September 12 at 10:00 a.m. Paul agreed to participate.

The committee still has two large banners to hang. After discussion, Paul suggested that someone from the committee touch base with Beaverton Signs or Alexias to see if they can hang the banners. If they agree, someone will prepare a seed fund for the work to present to the Executive Committee.

B. Design Committee

Claudia McCarter presented the report for the Design Committee. She noted that the start date for the project caught everyone by surprise. The city hired the construction firm Kodiak to do the work and they are working at a brisk pace. Claudia said she was under the impression, based on a meeting with the city, that there would be no construction for the July First Friday event. She said information on the actual start date should have been communicated to the affected businesses so they weren't taken by surprise. Each business will probably have one day when their business is not accessible. She agreed to speak with her contacts at the construction company to ascertain the dates each business will be inaccessible.

Claudia reported that the mayor's office developed a flyer to inform people about the streetscape project. She agreed to give them to Stewart for the July First Friday BDA table. She also agreed to give one to each business for posting.

Claudia reported on the traffic control plan for Broadway. She noted that the second lane on Broadway will remain open during construction. A flagger will direct traffic around the construction.

As reported in the June board meeting, Claudia informed the group that 1% for art is going into the streetscape project. There will be a concrete pad on Broadway and Hall and Broadway and Watson. The art will be there for a period of time and then will go somewhere else. This has been approved. Art should be on display soon. This will be a good project for the Arts Commission or the BDA.

The bricks for the plaza can only be engraved once they are in place. There was no money in the budget for the bricks, so the work will need to be covered with a seed fund application.

C. Economic Restructuring Committee

The committee will meet the week of July 5th.

D. Organization Committee

Paul reported that Nhedti Colquitt still is interested in becoming chair of the Organization Committee. She has a Ph.D. in science with a lot of experience in grant writing and organizations. She has done millions of dollars in grants. She wants to meet with committee to see if she is the right fit.

Seed Fund Status from the City of Beaverton

Paul reported that the city approved two seed fund applications. He informed the group that the city doesn't want to make any changes to the seed fund process until Amy Koski returns from maternity leave. The city is open to revising the process and suggested a system whereby they floated an \$8,000 loan to

the BDA. The BDA would do seed fund applications after the fact and the city will reimburse to replenish the \$8,000. Final determination will not be made until the Economic Development Division determines Amy's status.

Old Business

Linda Le Claire asked if the Board is going to have someone from the Main Street Program speak with them. Paul said someone would come out and do training and explain how to get to the next level.

The meeting adjourned at 12:25 p.m.