

Board of Directors Meeting Minutes for March 2, 2016

Wednesday, March 2, 2016
11:30 AM

Present: Sharon Lenz, Amy Koski, Linda Le Claire, Stewart Straus, Evelyn Orr, Sue Anderson, Tara Pedersen, Michelle Smith, Pam Clarke, Nhedti Colquitt, Jon-Michael Kowertz

Absent: Paul Cohen, Cameron Irtifa, Hailey Freeman, Harold Nolder

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

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

Review and Approve Minutes

Evelyn Orr moved to approve the minutes of the December meeting. Michelle Smith seconded and the motion passed unanimously.

Committee Budget Review

A. Design Committee

Stewart Straus reported that the Design Committee had a couple of seed fund applications that appeared as part of its Work Plan. The first seed fund was for \$1,000 for plaques for the public art that is scheduled for installation on Broadway at Hall and at Watson. The second seed fund was for \$900 for brick engraving and ancillary materials on the new Streetscape plaza on Broadway. After discussion, the seed fund applications were approved by consensus.

B. Economic Vitality Committee

Tabled

C. Organization Committee

Nhedti Colquitt discussed budgetary requests for the Organization Committee. Items discussed were:

1. Constant Contact - \$126
2. GoDaddy Website fees - \$300. Nhedti will determine if this is an annual expense or if it covers multiple years. She also will ask Paul Cohen about expanding email capabilities and whether the service allows for a more extensive web presence.
3. Annual Volunteer Recognition Dinner. This expense was submitted at \$600, but after discussion, it was decided to increase it to \$1,000.
4. Organization Committee Business Cards - \$40. This expense was approved at an earlier Executive Committee meeting. There was discussion about generic business cards. Nhedti said that she thought each committee should have its own business card with its dedicated email address on it. Further discussion ensued. Amy Koski felt that there might be confusion with different emails for each committee. She suggested that the generic email address info@beavertondowntown.org be used on the business cards. Nhedti agreed to revisit this at a later date.
5. Stickers for Organization Committee Business Cards - \$32. This expense also was approved at an earlier Executive Committee meeting. The Committee decided that, rather than having the stickers printed by an outside organization, it would just print the stickers in-house.
6. Effective Meeting Training - \$1,000. This item came about because of a training meeting attended by Evelyn Orr and Linda Le Claire. The training includes everything from facilitating the meeting to how minutes are taken and distributed as well as keeping everything on task and following up with tasks. Their recommendation was that the training be conducted for both the Board and individual committees. Cost for each

training session is \$500.

7. Newsletter Printing - \$6,000. Nhedti informed the group that the newsletter needed to be produced very soon. The newsletter would be two-sided in color. The goal is to have 5,000 copies of each newsletter in color. The plan is to have it included in the Mayor's Our City newsletter. Amy suggested that Victor Sin could give some guidance on what is appropriate to include in the Mayor's newsletter. She thought it needed to be targeted to a specific event. Michelle Smith informed the group that the newsletter should also be included on the BDA website and Facebook pages. She also noted that the Organization Committee had discussed creating possible sponsorships for the newsletter.
8. Friends of the BDA. Nhedti reminded the Committee that it had discussed ways to bring in income for the BDA and one thing it settled on was Friends of the BDA. The primary goal is to get people to donate. In addition to straight monetary donations, there may be other ways to get them to donate. She noted that people who contributed could be given some kind of gift. The budget sheet showed two expenses associated with Friends of the BDA. One item was for solicitation letters with an expense of \$180. The second item was for Friends of the BDA window stickers at a cost of \$75.00. Income for Friends of the BDA was estimated to be \$2,500. She also referenced the on-line auction held in conjunction with the Beaverton Area Chamber of Commerce as a way of bringing in income.

There was general discussion about the budget. Nhedti agreed to re-submit the budget to the Executive Committee for approval.

- D. Promotion Committee. Tara Pedersen presented the proposed budget for the Promotion Committee. She discussed the Broadway Street Festival and reported on an upcoming meeting with Victor Sin of the City of Beaverton. She noted that the event was budgeted for \$8,000 with the BDA's portion at \$2,000 (\$1,500 for a band and \$500 for an alcohol monitor). The City planned to invite vendors to participate. The event will take place on Broadway between Hall and Watson to highlight the new Streetscape. There was discussion about extending the event to include Broadway going east. Amy suggested that the event should remain small. The event needs to get the crowd first and then the BDA can grow it. Evelyn Orr suggested that the event could have a fund-raising component if the BDA produced items to sell.

Tara informed the group that for the holiday market, the Committee was looking to expand it down to Broadway. Once plans are finalized, the Committee will send out an email to businesses with details. The expenses for the holiday market are \$800 for the band, \$500 for an alcohol monitor and \$75 for food at the BDA table.

Plans for First Friday were discussed. Tara noted that there were few expenses because the event will be handled mostly by the businesses with support from the Promotion Committee. The intent is to have Committee members visit businesses in Old Town to ascertain interest. The idea would be that businesses stay open on First Friday except for July and September. The Committee would help with postcards, posters and that kind of thing. Proposed expenses for these events are \$37.50 for posters. Amy reminded the group that the Committee needed to do advertising to promote the events. There was discussion about which committee should be tasked with this. Amy said that the Organization Committee would be responsible for the BDA, but promotion specific events should be handled by the Promotion Committee. Tara reminded the group that last year the Committee placed two small ads in the Beaverton Leader for First Friday. Evelyn suggested that the Committee should develop a strategy for publicizing the event so that outcomes would be better.

Tara also spoke about an event scheduled for the First Friday in June. This would be a wine & chocolate walk. Proposed expenditures for this event were \$500 for a band and \$500 for coasters. There was general discussion about other requirements for the event. After discussion, it was the Board's recommendation to add \$500 for postcards and \$500 for banners and other advertising.

OMS Place-Making Seminar Presentation

Stewart reported on a Place-Making seminar he attended in Hillsboro which was sponsored by Oregon Main Street. He said that strategies for promoting the organization were discussed—small things to get the ball rolling. He noted there were a number of good resource people there. He sat with the person who is in charge of the RARE Program. Most of the people there were paid staff for the various downtown associations. Some of the communities had previously had RARE Program students. He said that the RARE Program representative informed him that they were not going to be really strict with applicants this year. They are going to look at which programs will make the best use of the resources. The RARE program brings in graduate students to work with the main street program to assist with things that are now being done by committees, particularly fund-raising strategies and communicating. He agreed to distribute written notes at a later date.

Spring On-line Auction

Evelyn reported on plans for the 2016 on-line auction held in conjunction with the Beaverton Area Chamber of Commerce. The auction this year will be done in May. The BDA will need to get donations from different businesses. She said she is working on the Chamber's letter and will modify that for the BDA. Donations will go up on the website, which is already active, as they are received. The BDA will receive a percentage of funds collected. She noted that one quick way of bringing income was to get sponsorships. Michelle suggested that we target restaurants and hotels. Evelyn remarked that the Organization Committee should be performing this function.

Michelle—I made a spreadsheet for volunteer hours. It is a basic spreadsheet with everyone's name. Tell Sue so we can put it in the minutes how many hours that worked that month. I would be willing to update spreadsheet for how many hours they put in.

Scholarship Dollars for Small Business Education Program

Jon-Michael Kowertz discussed briefly a new program for business education grants and scholarships. They are primarily small business development programs that will be offered at PCC Willowbrook. One program has been developed specifically for retailers. Application and criteria will be available soon. Scholarships are intended to help off-set the cost of tuition. A few of the programs cost around \$1,000. Participants will have a nominal cost of about \$200.

Storefront Improvement/Tenant Improvement Program

Megan Braunsten joined the group to discuss the next round of Storefront Improvement/Tenant Improvement grants. The Storefront Improvement Pilot Program covers grants that may be used for a variety of projects, such as: awnings, signage, lighting, paint, new windows or doors. The city can also provide design services using a city contracted architectural firm. Applicants are encouraged to take advantage of this or work with their own professional designer prior to submitting an application for improvements. The program includes the following:

Storefront Improvement

- Design Services Grant (100% City funded). A city contracted architect is available to help prospective applicants develop a concept or assist in creating a scope of work that can be sent to contractors to obtain bids.
- Improvement Grant. Maximum grant of \$35,000. Level 1 grant – 50% city match (covers minor projects such as paint and new signage only). Level 2 grant – 70% city match (covers major projects such as new windows, awnings and lighting).
- Two competitive application rounds. Spring 2016 – application deadline March 11, 2016. Fall 2016 – application deadline September 9, 2016.

Tenant Improvement Pilot Program. Targeted to restaurants, brewpubs, wine bars and growleries.

- May be used for a variety of interior projects, such as: interior painting, adding a kitchen, adding a bar, ADA or seismic upgrading, interior lighting, new interior walls
- Maximum grant \$25,000. City matches 50% of eligible costs.
- Application deadline March 11, 2016.

Development Opportunity Strategies Pilot Program. The program has matching grants (50%) per site to explore development opportunities in key areas of the city. The program will enhance livability and attract new jobs to Beaverton's Urban Renewal District.

- Eligible activities include: site plans and architectural studies, development feasibility studies, environmental assessments, engineering studies, building inspections, project financial analysis.

New Business

Michelle reported that she had drafted a spreadsheet for recording volunteer hours. She suggested that people report their hours at each Board meeting and then she would update the spreadsheet. Hours reported should be only for business conducted for the BDA.

Michelle reported on the Word Press class in which she was enrolled. She noted that it was a little more challenging than she thought it would be. She also noted that she met with Deb Messina to discuss work on the website. In the past, several Board members had questioned why the website wasn't being updated more regularly. Content has to be given to Deb Messina in a certain way so that she can update it. Michelle agreed to send out an email to get input on the BDA's past, present and future. She also asked if there was a rendering of what the city should look like in the future. Stewart agreed to speak with Claudia and ask her about the rendering. Michelle suggested that each Board member write a brief biography to be included on the website. Amy remarked that the city had received feedback on the website and noted that Deb Messina does a great job of doing optimization. She asked that the website be updated to make downtown look like a place you'd want to be.

Old Business

Amy informed the group that about \$6,400 remains in the city's Main Street Program funds. Funds must be requested by the end of April and spent by June 30. The City sets the line-item for the Main Street Program. Stewart asked if it was possible to make a higher request of the city considering the RARE Program. Amy responded that there is room for a professional proposal.

The meeting adjourned at 1:00.