

Board of Directors Meeting Minutes for April 1, 2015

Wednesday, April 1, 2015
11:30 AM

Attendees: Sharon Lenz, Paul Cohen, Carrie Ann Schubert, Bernie Kurtz, Amy Koski, Linda LeClaire, Stewart Strauss, Evelyn Orr, Larry Cavasso, Sue Anderson

Absent: Jed Tomkins, Claudia McCarter, Pat Walker, 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 12:00.

Review and Approve Minutes

Larry Cavasso moved for approval of the March meeting minutes. Evelyn Orr seconded and the motion passed unanimously.

Budget Review and Discussion

Larry Cavasso reported on the state of the BDA budget. He noted that there is approximately \$4,200 in the bank account. He urged the board to concentrate on seed fund application to use the remaining city funds.

Stewart Strauss asked what would be required to hire a grant writer to put together boilerplate information required for grant proposals. He stated that it would be 10 – 20 hours of work. Paul Cohen said that the going rate for grant writers was \$185 an hour. Amy Koski informed the group that three quotes were required for a seed fund application. Amy asked if seeking grants was how the board wanted to proceed. She further inquired if the BDA could staff the outcome of getting a grant.

Carrie Ann Schubert said that what was really needed was someone to get information ready for a grant writer. She said it was of paramount importance to get someone to chair the Organization Committee. Amy Koski reminded the group that once boilerplate had been written for a grant, the BDA would need to create a new event or program to satisfy that grant. She said that identifying volunteers to support current events had been problematic.

There was roundtable discussion about the Organization Committee. Paul Cohen told the group that, before she resigned, Theresa Baird prepared a thorough list detailing what she needed to make the organization successful. Stewart Strauss said that the BDA doesn't have a good archive that could be easily tapped for information. Paul remarked that everything that was available electronically was housed on the website. He reminded the group that Deb Messina had sent out information to all members of the BDA outlining how to access the content on the website that wasn't available to general viewers. Paul agreed to identify someone to go through Theresa's list to see what information still was required.

Committee Reports

Promotion Committee

Linda LeClaire submitted four seed fund applications. The first application was for \$1881.31 to provide supplies for the BDA table for First Friday events as well as garden flags. Also included in this seed fund application was costs for musicians for May and June.

The second seed fund application was for \$1549.50. Covered in this application were a canopy for the bands as well as a PA system. Also provided by this application were banners, posters as well as musician fees.

The third seed fund application was for \$1827.67. This application covered canopies and chairs for the BDA table, postcards for businesses participating in First Friday events to distribute, parking signs and t-shirts. A storage unit for BDA supplies was included (January through June).

The last seed fund application was for \$2250. This application covered the costs of tote bags promoting First Friday. Since the maximum dollars covered by a single seed fund application is \$2,000, the BDA would pay \$250 out of its own monies.

After discussion, Sharon Lenz moved for approval of the four seed fund applications. Evelyn Orr seconded and the motion passed unanimously.

Organization Committee

Evelyn Orr reported on the on-line auction. She said that all BDA donations were numbered beginning with 400. Total donations for the BDA totaled more than \$7000. Evelyn said that donations would be accepted until April 27. The auction opens on April 17 and continues through April 27. She said that each business that donates an item will have a link to their business website on the Chamber's website.

New Business

There was roundtable discussion centering on emails from the board. Stewart noted that most of the BDA emails are broadcast too widely. Evelyn suggested that each email indicate who the sender needed input from. That way everyone would know they didn't need to respond.

Linda LeClaire told the group that when she first joined the board someone from the Main Street Program met with them to discuss their function. She asked if it would be possible to have that happen again. Paul agreed to ask them to revisit the board.

Amy Koski informed the group that this meeting would be her last for the next three months while she is out on maternity leave. She said that no one from the city would be filling her role while she was gone. She noted that Alma Flores would be the contact point with the city.

Before the meeting was called to order, there was roundtable discussion centering around the following topics.

1. Organization Committee and how to proceed without a chair. Should that be a function of the Executive Committee.
2. Grant writing.
3. Theresa Baird's abrupt resignation as Organization Committee Chair and what could be done to get her to return.
4. Manpower.
5. Committee workload.
6. Events and how businesses participate to include First Friday.
7. Board make up. Balance board with residents and community members.
8. Volunteer training and recruiting.

9. List of resources people need for committee positions.

The meeting adjourned at 12:50.