

Board of Directors Meeting Minutes for March 4, 2015

Wednesday, March 4, 2015
11:30 AM

Required Attendees: Sharon Lenz, Paul Cohen, Carrie Ann Schubert, Bernie Kurtz, Donna Sanson, Jed Tomkins, Amy Koski, Larry Cavasso, Claudia McCarter, Linda LeClaire, Stewart Strauss, Bev Ecker, Evelyn Orr, Pat Walker, Cameron Irtifa, Sue Anderson, Hailey Freeman, Theresa Baird

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.

PCC Presentation (Program for Retailers)

Jon-Michael Kowertz made a presentation on new programs for retailers.

Review and Approve Minutes

The minutes of the January meeting were approved.

Committee Reports

A. Promotion Committee

- Had two meetings for First Friday retailers- 15 showed up.
- One retailer didn't want vendors to compete.
- One retailer didn't want Broadway closed.
- One retailer said closed businesses should donate their parking lots.
- Stores will have option to close at 8:00 p.m.
- Michael Wong is offering to help brand Beaverton. We want to review his ideas.
- Subcommittee for Social Media.
- Want to start Block Captains to help delegate the work.
- Seed Fund for pop up canvas tent and table and chairs. Need BDA promotional materials. \$750 should be adequate. Theresa has a 10x12' tent to donate. Carrie Ann has a 6' table to donate.
- Need storage area.
- Need BDA sign-up to help with BDA table during FF
- Need \$2500 for bands. (Get budget for FF)
- Bigger signs for First Friday and someone to put them up and take them down. Paid or volunteer - Home Plate Organization agreed upon to contact them.
- Promotional merchandise- t-shirts, hats, aprons, tote bags
- Will continue 50/50 raffle for fund raising.

A. Design Committee

i. Streetscape Project

- Bidding on project to start early April.
- Construction to start end of May.
- Two businesses have turned in their construction mitigation questionnaires by email.
- Claudia McCarter will solicit more in person.
- Claudia McCarter will email Streetscape Plan to Board members.

- i. Engraved Bricks

Theresa Baird will assist Claudia McCarter with the brick project. The BDA will use historic names of its choosing. The BDA will seek advice from the Historical Society.

- A. Economic Restructuring Committee

Cameron Irtifa reported that he is trying to reinvent the group due to the new committee members and their talents. Theresa and Jon-Michael agreed to serve on the committee.

- A. Organization Committee

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- i. Revenue Sources to help us get financially independent.

- a. On-line Auction

- Bernie is doing the Online Auction and wants input on how to make it successful. Claudia will help Bernie take the Main Street script and write it for our promotion needs.

- a. Grants

- a. Holiday Showcase Event

- "Ice rink" sponsored by Winterhawks and city.

- i. Job description for Executive Director

- i. Mission Statement and Goals

Claudia McCarter will send Main Street materials to the Board.

The meeting adjourned at 12:50.