

**Hawthorne Boulevard Business Association
General and Board Meeting
April 12, 2006
DRAFT MINUTES**

Attending Board Members:

Mary Sellin, Henry Sensil Building
Jay Schornstein, Attorney
Karin Edwards, Certified Rolfer

Reese Prouty, 8 Women
Bruce Chaser, Hawthorne Wellness Center
Bret Lubic, Attorney

Attending Members: John Laursen, Linda Nettokoven, HAND; Brock Sorensen, PPD, Linda Scher, Mediator

INTRODUCTIONS

Called to order at 8:15 AM at Southeast Uplift by Mary Sellin.

AGENDA

Additions: personnel committee, Hawthorne Transportation Plan
medallion project, plaques (different than the medallions)
new business – board changes

MINUTES: Bruce Chaser moved to approve March minutes, seconded, all in favor.

TREASURER'S REPORT: (Mary)

Financial Summary –

MEMBERSHIP REPORT:

Karin is doing follow up:

interest in following up with previous members
names bouncing on the yahoo-list serve.

Welcome packet - need more of Cory's brochures (from Mary) and send to HBBA members list.
Members list – some people are out of state because they are property owners.

Personnel Committee: Reese, Bruce & Mary

Review of TSG as admin. arm – need estimate of 2006 (Bruce already received description of exact jobs, time spent on each, costs, etc.

Consider Project Managers to remove the bulk of the organizing from Board functions. Should we engage a street or project manager? One person will create unity throughout the year. Shouldn't be a Board member as there might a perceived appearance problem that Bd. positions are paid. At this time, voluntary board managers work with staff to do the administrative work, using a business person from Boulevard as chair or leader. Problem is not a lot of other businesses step up other than Board members.

Examples:

Annual meeting – raised \$400, but is this a Board function?
SOLV Clean up – not a fundraiser, approx. 40 hrs. organizing
Party on Hawthorne – major fundraiser, 60 hrs. organizing
Summer Sidewalk Sale – not a fundraiser, 10 hrs. organizing
Holidays on Hawthorne – not a fundraiser (but does generate advertising for the boulevard) 20+ hrs. organizing

Need to create timeline for the year. Further discussion to be at June's Bd. mtg. (possibly extend Bd. meeting, if needed). Look at TSG and other management services bids.

WEBSITE: (Jay Schornstein)

Many thanks go to David for data input. Contacting people by phone takes a great deal of time, so he sent a merged email asking for update information. Some people were surprised that they were members and didn't want to be on the website because they already have enough business.

Ask property owners if they want to be on the website. David will show anyone interested how to do a mass email lesson.

Ideas to clarify website: Business Search also on the front page, locations listed by block might be easier to see (refer to both sides). Jay will ask Boice to remedy.

Concern about updates: Jay did start updates, potentially pay for approx. 2hrs. monitoring the site. That person could also be an advertising rep. (to keep advertising fresh).

PARTY ON HAWTHORNE: (Reese Prouty)

Friday, May 12, Chelsea Ballroom

General Questions: Mary, contact person

Food contacts: Karin

More tickets: Cindy at FyberWorks (\$15.00)

Each Bd. member gets 5 tickets to find homes for.

Krista at Kids at Heart did the poster (very nice). Reese will start distributing, others are asked to distribute in their areas. The poster will be the SE Examiner Ad this month.

Silent Auction donations are coming in great, but food donations are still needed.

Volunteers confirmed: 3 drivers and 3 helpers

Karin submitted a Press Release 2 weeks ago.

Sunnyside, Buckman and Richmond Schools are eager to sell tickets. Richmond NA is also doing it. Linda N. will contact Hosford. Glen Co. will not be participating this year. Jay will send announcement to his school's listserve.

All schools will get \$25 bonus (that sells any tickets) in addition to the \$5.00 of each sale.

Motion: To give excess of \$400 to go to the school that sells the most tickets providing more than 30 tickets sold.

4 in favor, 3 opposed. Passed.

LAND USE & TRANSPORTATION:

Neighborhood Parking Benefit Program (NPBP): Meeting was postponed, no new information.

Hawthorne Transportation Plan bids opened yesterday. Meeting yesterday about concerns of neighbors went well. A whole process is in the works for review of the bids, which should take a couple of weeks. Planning to start construction in June, they take a hiatus during the Holidays, then will resume. HBBA's concern about revisiting the plan seems to no longer be an issue.

Portland Impact Site – Good discussion with developers. JaCiva's was there with other businesses. They've added terra cotta colors, reduced height, etc. Seems nice and is a positive addition in that neighborhood.

Banners: Motion to create a Banner maintenance fund for ongoing repairs to banners, no more than \$500 to start. Ask if they can be lowered and the cost of cleaning them yearly. All in favor.

Medallions:

John and Michael unveil the beautiful mold. Really well executed! This Friday, a bronze will be poured, it will then be slip tested by the City, and then it will be ready for installation. \$5,000 PDOT funds for production have been taken away. They are still looking for more monetary support. More funds are needed by May 15th. (Jay will put on website). An article will be in the SE Examiner to give credit and press to those involved. Possible ribbon cutting date to be announced. 40 sites already selected, in conjunction with bus stops, traffic crossings, etc. all locations not yet confirmed. Installation starts in June in the new PDOT Transportation projects.

Possibly retrofit our HBBA logo? – for future discussion.

Hawthorne Transportation Plan includes a large intersection at 50th and Hawthorne. Mt Tabor NA is putting a Neighborhood Entry marker (low wall with signage about the NA). On the backside of

the low wall, they are putting a plaque about Hawthorne Blvd. on the sign (cost is \$2,000, installation is free). It would be easy to put an identical one at the Multnomah County Building, (though that one will cost more because it includes the installation). Total cost to be \$4500 (approx.) Motion: HBBA to apply for the APNBA grant this June cycle for the plaque project. \$500 seed money to come from the HBBA treasury, all in favor.

NEIGHBORHOOD ASSOCIATION REPORT: (Linda Nettekoven)

HAND Fred Meyer Zone change request is about what should the area look like. Crime and Safety projects to be involved in the discussion. Pushing to keep the industrial zoning in order to keep jobs in the inner city.

Next to the Portland Spirit, a new company is opposed to having any greenway go through their property, HAND is opposing.

SE Uplift: Work program for staff for neighborhood concerns

CRIME & SAFETY: (Brock Sorenstein)

Rosie Sizer will be the interim Chief while Foxworth investigation occurs. Send HBBA congratulations to Cmdr. Sizer. For now, Sarah Westbrook is the acting Cmdr. of SE Precinct. There are many incredible people at SE Precinct who are extremely capable. Call anytime, Brock and bicycle patrols has been very visible.

ANNOUNCEMENTS:

Reese & Mary are both stepping down, President & VP positions are officially open.

ACTION NEEDED

MARY & ED: 2006 Budget (still)

TARA: arrange for banner repair

KARIN: Welcome new businesses w/ more brochures from Mary, continue follow up work.

JAY: Continue website updates, add medallion money request.

ALL: Party on Hawthorne ticket sales

TSG: Project full 2006 year admin. expenses

Adjourned 9:50AM

Aaron Ridings, Recording Secretary