

**Hawthorne Boulevard Business Association  
General and Board Meeting  
February 14, 2006  
DRAFT MINUTES**

**Board Members Present:**

Karin Edwards, *Certified Rolfer*  
Christopher Collier, *Presents of Mind*  
Bret Lubic, *Attorney*  
Paul Niedergang, *Progressive Development*

Jay Sorenstein, *Attorney*  
Bruce Chaser, *Hawthorne Wellness Center*  
Robbie Laws, *Six String Central*

**Members:** Linda Nettekoven, *HAND*; John Laurson, *Press-22*; Beata Moreno, *Holistic PT*; Hilary Meehan, *Do Jump!*

**Guests:** Katherine Anderson, *Portland Crime Prevention* & Sam Dowlatclad, *DA Portland Police*

**Staff:** Bridget Bayer, *The Support Group*

**Board Members Absent/excused:**, Ed Gibson, *Mortgage Loans NW*

**INTRODUCTIONS**

Karin called meeting to order at 8:15am.

Agenda changes: none

December 2006, January minutes approved as presented.

**TREASURY REPORT** presented, Total assets & Liabilities \$11,970.35 as of Jan 31, 2007, in addition, there are membership dues that have come in this month, of approx. \$4,000.

**CRIME PREVENTION & SAFETY**

Sam Dowlatclad, DA handed out information on graffiti. Gang graffiti marks their territory, while "taggers" put up their personal tag or group's tag to get attention and have people see it. Fame is important to them, they want to insure that people will see their name. They view it as an extreme sport – the thrill of tagging without getting caught. They are usually ages 11-17, mostly males, and often belong to a "crew." All graffiti needs to have a victim who is willing to prosecute individuals. Materials used are spray paint, markers, glass etching, stickers (called "slap" tagging). Most are computer literate, they use websites like My Space to show off. The difficulty is in catching them and then prosecuting. Businesses need to stick with a prosecution and follow up. "Court watch" is a program that can help the community follow cases to give support and show up when the case finally goes to court. HBBA can weigh in with letters that can make a difference in sentencing. Matt Miller is Portland's Graffiti Officer.

You can report graffiti online at: [www.portlandonline.com/oni](http://www.portlandonline.com/oni) (choose 'I want to: report graffiti'). You will have to sign in to the system, and then you can upload digital pictures that help prosecution cases.

Graffiti task force meets tomorrow, at SEUL, 503-823-5860.

**NEIGHBORHOOD REPORT**

SEUL – Linda Nettekoven

Thursday Feb 22 Big Budget meeting (Office of Management and Finance), at Cleveland HS, 26<sup>th</sup> and Powell. 6 PM Community Fair, 6:30-8:30 Council meeting. Call Brian Swissholm at 823-7453 for more info. Planning bureau is looking at tree canopy issue. HBBA could write a letter or email in support.

HAND – Thank you to the Board for writing a letter of support for the CBO Grant to get bike improvements. Annual Clean up April 28, neighbors can unload household waste at Cleveland High School, 9am –1pm. A small fee per car or truck benefits HAND.

Speaker in March about Ross Island park planning.

A Citywide conversation on infill development is being planned for March 17, 9:30am - 1:30pm. Its focus is small business and business district corridors.

St David's Church, 20<sup>th</sup> & Harrison, is looking at creative ways to continue to exist despite having a small congregation. One possibility is finding a group to rent office space from them; please contact them if interested or know of anyone who might be.

Planning meeting on how to spend System Development Charges in next 10 years, St Phillip Neri Church, Feb 21, 5:00pm SE Uplift representative sought. Do we want a portion of money to stay in each district? They will be looking ideas, plans.

ONI Budget is looking good and it would be good send letters and emails of support.

Mt Tabor Neighborhood – Still locked in battle with Ptld Parks, about the sale of land that housed the horticultural services on Mt. Tabor property. Ptld. wants to outsource the services. Public advisory committee is getting selected, need a representative for HBBA and SEUL

## **MEMBERSHIP**

### Party on Hawthorne

Reese is not planning to organize this year. Last year, it was an extremely successful event where we raised \$3000, of which \$1200 benefited the HBBA. Yet, it's a labor of love, a stipend was allocated at the last meeting, \$300-\$500, for an organizer if anyone is interested in taking this on. Bret will talk to Reese. Send notice on listserv. Try to set it up to make it more sustainable.

Consider targeted special events might be more successful, increasing networking opportunities and marketing exposure.

Website – A website committee is needed to set policy and promote its use as a directory. In the meantime, Karin is coordinating web efforts. New membership profiles are getting upgraded when membership dues payments are received. About a dozen broken links were identified and corrected, as well as other ongoing improvements. Jay will continue to be a resource for questions but will not be directly involved with the website. If problems are noticed, email [think@thinkhawthorne.com](mailto:think@thinkhawthorne.com). This email address goes to Karin, and she will forward any necessary web corrections to David.

Annual Meeting – Feb 21, 2007, 6:00-9:00pm. Wednesday, Chelsea Ballroom. \$20/person if RSVP'd before event and \$25/door.

Karin will be the MC.

Agenda:

Introductions (save announcements for end, new businesses get a couple sentences to describe themselves)

Bruce – State of the Blvd. (10 min)

Paul – Is checking to see if Portland's Economic Study will take place and that will be announced

Jean Senechal – Short report on Transportation Plan & Reduction of Business License Fee

Speaker: Marketing

Announcements

Logistics: TSG - Send listserv email about the speaker

Paul & Karin will meet to arrange set up @ 1:00pm Monday

Bruce will request a PA system from Showcase Music.

### APNBA Grant

Hawthorne plaques still need \$2500, and will be installed on "Hawthorne Day" sort of a capstone to the Transportation Project. There is existing momentum; John Laursen has raised more than \$5000 in funds and matching volunteer hours. Richmond & HAND NA might be able to offer some additional funds to support the project. A motion was made to apply for two grants, one for \$2500 for the plaques (HBBA commits to fund this project whether we get the grant or not), and \$2500 contract staffing for marketing, seconded, all in favor. John Laursen will draft Plaque grant and send to Bridget and Karin for review. Bridget and Karin will create Marketing grant.

Scott Corrie, *Dollar Scholar*, will be applying for a grant for co-op advertising. The APNBA communicated to him that he will have to get a letter of support from the HBBA to be considered for this grant. The way to request a letter of support is to get on the agenda for one of the monthly Board meetings, and present a written proposal.

## **ADMINISTRATIVE**

Membership dues list to include date paid.

TSG Agreement: Bill will be a set monthly amount, not hourly. TSG will provide a monthly hours statement.

Not an annual contract, add disclaimer that either party can terminate agreement with notice.

Motion made to accept, seconded and all in favor.

## **OLD BUSINESS**

Trademark and banner agreement, Jay motions to sign the agreement which states: John & Michael give HBBA the perpetual right to use the design element, and display the banners in perpetuity, Seconded, all in favor.

Executive Board Planning meetings: Tuesday one week before the monthly Board Meeting, 1:00 – 2:00 at the Hawthorne Street Café.

## **ANNOUNCEMENTS:**

Do Jump 30<sup>th</sup> Anniversary, "Thirty," Saturday, March 17, all day. "Fun-a-thon" fundraiser, 4-6pm, with crazy antics. Fancy Dress Up Ball afterward, Businesses can support with prizes and giveaways and discounts, call 503-231-1232.

## **TRANSPORTATION & LAND USE** – No report.

Meeting Adjourned 9:40am.

Bridget Bayer, *Recording Secretary*

## **ACTION NEEDED:**

**EXECUTIVE COMMITTEE:** Meet the first Tues every month to plan General/Board meeting agenda, 1:00-2:00pm at Hawthorne Street Café. Open to any Board member (plus TSG)

**BRET:** Bret will talk to Reese re. Party on Hawthorne.

Arrange for next after-hours event so date and location can be announced at Annual meeting.

**KARIN:** MC at Annual Meeting,

Meet Paul at Chelsea Ballroom to confirm logistics.

Help Bridget and John draft grants.

**BRUCE:** Secure sound system for Annual Meeting.

**PAUL:** Check with Sam Adams' office to see if they are still going to do the Economic Study (w/o parking meters).

Meet Karin at Chelsea Ballroom to confirm logistics.

**TSG:** Post Party on Hawthorne organizer position to listserve (if Reese is not interested)

Confirm agenda with speakers for Annual Meeting.

Send listserve email about the speaker.

Annual meeting check in: get a HBBA volunteer to help staff reg. table, membership forms, committee sign-up sheets, website & evening networking information.

Write the APNBA marketing grant request, edit John's plaque grant

Collect letters of support from HAND, SEUL and NA's for grant apps.

Add disclaimer to TSG Agreement.

Report monthly hours sheet with monthly statement.