

**Hawthorne Boulevard Business Association
General and Board Meeting
January 10, 2006
DRAFT MINUTES**

Board Members Present:

Karin Edwards, *Certified Rolfer*

Reese Prouty, *8 Women*

Christopher Collier, *Presents of Mind*

Bruce Chaser, *Hawthorne Wellness Center*

Paul Niedergang, *Progressive Development Group*

Members: Linda Nettekoven, *HAND*; John Laurson, *Press-22*;

Guests: Officer Brock Sorensen, *PPB*; **Staff:** Bridget Bayer, *The Support Group*

Board Members Absent/excused: Bret Lubic, Attorney, Ed Gibson, Mortgage Loans NW

Introductions

Karin called meeting to order at 8:15AM.

Agenda changes: Add Plaque & HBBA Stickers, Party On Hawthorne

December minutes: to be reviewed still.

Treasurer report is available on request.

CRIME PREVENTION & SAFETY

Brock Sorensen reports that the 2-man bicycle patrols are continuing and some new motorcycle patrols have just started monitoring the no left turn on to Hawthorne at 39th. Traffic flow has been an issue because of the construction. The North side is a mess but should get better soon, construction may be done by May. Brock reports that it is dangerous for pedestrians because of drivers going 30 mph and not paying attention.

Pedestrians often cross in the middle of the block, adding to the danger. Crosswalk enforcement is a struggle, but a sting was effective in the Sunnyside neighborhood not long ago. Brock finds that just talking to people, not ticketing them, is just as effective in educating the public.

Graffiti seems to be increasing. Again Brock reminds us that there are just no punishments because it's a misdemeanor crime. Punishment has to become meaningful for it to stop. It has to be over \$750 in damage to charge someone with a felony and probably only if they are a repeat offender. It will have to be a citywide campaign to really change things on this issue. Invite the SE D.A. and ask APNBA to see if this is something that there could be addressed. Announce to HBBA Members that the DA will be here in Feb., confirm with Brock first.

NEIGHBORHOOD REPORT

SEUL – Linda Nettekoven had information on the Neighborhood grants that were funded. Each of the coalitions tried to follow the same criteria. The committee had a very diverse screening group, which was great, but it was still hard to do the evaluation.

SEUL Board is working on Charter reform. They spent a great amount of time discussing access and accountability in order to make it a better organization.

HAND – Hosford-Abernathy is working on the CBO Grant. They would like to have a HBBA letter of support for their collaborative project linking to Roots to the River with main street amenities and better pedestrian access through the neighborhoods to the Willamette River. Letter needed by Feb 8. Motion to support their project, seconded and passed. Linda will draft letter and send to Karin for review, edits then on to the HBBA Board.

HAND is also working on a gateway project along the parking strips. Beginning to have public meetings on the Brownfield site at 7 Corners at Ladd & Division. The mixed use proposal includes housing with some low income and higher priced units with retail on the bottom.

Jan 30th Planning Bureau Advisory Meeting will be about specific concerns re. City of Portland Budget planning for 2007. Tree canopy efforts & infill development are two issues that HAND will be addressing.

Mt Tabor Neighborhood – John Laursen reports that there is now an open forum scheduled regarding Mt. Tabor Park. There will be opportunity for public involvement through a Public Advisory Committee (PAC) to look at issue of central yard and facilities.

MEMBERSHIP

Annual Meeting – Feb 21, 2007, 6:00-9:00pm. Wednesday, Chelsea Ballroom. \$20/person if RSVP'd before event and \$25/door. Cost for space and food is \$12/per person. Speaker options: Mary Bosch, international Marketing Expert or possibly Vicki Dugger, ODDA Executive Director who can speak to HBBA interests in Marketing the boulevard. Rosie Sizer is an option for potential March dates, but is unable to speak for the February dates. TSG to confirm yes/no with her via Reese. Confirm with Paul if we need to change the date. Contact people for the Annual meeting are: Bridget, staff; Bruce & Karin, Board Members. Invitations to go out next week.

Membership Drive – Dues Statement edits: Add Party On Hawthorne - last chance for edits send by Thurs. HBBA Business Sticker – John L. needs clarification on whether HBBA is looking at turning the medallion design into a new HBBA logo or just for a sticker - Board discussion agreed that it would be a great new logo for letterhead, business cards, banners, etc. Nancy informed us that there are sufficient stickers with the old logo for this year's membership. They do not have a date.

Karin will find out the status from Jay re. Trademark for the name Hawthorne Boulevard Business Association.

Communication – TSG to send an email to Karin of each new and renewing member so she can get their profile on to the website. Hawthorne News looked good. Add HBBA members as people sign up. Thank Benefactors & Sponsors levels specifically.

MARKETING

Trademark - Legal agreement is almost completed. The designers will allow HBBA to use the banner design freely, with the understanding that they will receive a percentage if any merchandise is sold with the image. The designers are considering allowing HBBA to adopt the Medallion design as the HBBA logo, but this will be separate from the banner agreement. The Medallion design will not be used for Membership stickers this year, due to having enough stock of previously printed stickers with the original logo.

Plaques – (John L.) will be installed at the Mt. Tabor site, and is fully funded. No funding was received from any of the grants and other funding opportunities fell through to put one up on the Mult. Co. Building, cost is \$2500. HBBA is already donating \$500 towards the project, and suggested adding another \$500 to the cause, another \$1,500 is needed. Linda and Paul will get it spread around to surrounding Neighborhoods and HBBA List serve, Lucky Lab, and other Hawthorne Businesses to try to help make it happen.

Business District Grants – Both grants were not funded as the City decided not to fund staff positions. Future opportunities will be available for this idea but on a contract basis only.

Party On Hawthorne – May 11 at Chelsea Ballroom. Robbie Laws will play. Two of the schools have called already. Include in the budget this year, \$300-\$500 for Reese to manage the project this year. Look at grossing \$2,000 to make it worth the effort. Reese will provide a budget based on last year's expenses and adding her organizational fee. TSG to check to see if all the checks were cashed from the schools in 2006.

Co-op Advertising Campaign

Scott Corrie of the Dollar Scholar, continues to run the TV ad monthly co-op advertisement. Bruce & Karin are going to ask him to meet to share information and possibly look at HBBA partially funding these efforts. HBBA funds to be for supporting Hawthorne website listing and or visibility of the district as a whole if possible.

TRANSPORTATION & LAND USE – No report.

Meeting Adjourned 9:38am.
Bridget Bayer, *Recording Secretary*

ACTION NEEDED

KARIN: Check with Jay to see if Trademark for HBBA name is completed. *Jay says that the trademark isn't complete but is an easy process: form to be signed and otherwise completed online.*

Confirm letter of support for Linda.

KARIN & BRUCE: Request meeting with Scott Corrie of Dollar Scholar.

PAUL: Help John L with outreach for plaque funding.

REESE: Budget for Party on Hawthorne.

LINDA - Plaque funding proposal to neighborhood meetings; draft Roots to River support letter, send to Karin.

TSG: Create (or enlist help from Peter R.) and send out Annual Mailing Invitation by Jan 17. Dues mailing by Feb.1. Schools checks cashed? Contact potential speakers for Annual Meeting ASAP; confirm yes/no for Rosie Sizer via Reese.