

# Hawthorne Boulevard Business Association

## Board Meeting

Wednesday, March 11, 2009

### DRAFT MINUTES

**Board Members Present:** Karin Edwards, *Rolfing Portland*; Peter Rossing, *Muse Art & Design*; Danielle Schultz, *Artichoke Music*; Kevin Caplener, *Realty Trust*; Darren Balogh, *Mortgage Loans NW*; Roger Jones, *Aetna Brokerage*; Marcus Archambeault, *Gold Dust Meridian*. **Excused:** Daron Pettitt, *Madison's Grill*, Hillary Moss, *US Bank*  
**Members:** Claudia Stewart, *Portland Tribune*; Kari Briggs, *Advantis CU*; Lisa Sadler, Chenoe Philabaum, Helen Neville & Allison McGillivray, *New Seasons Market*; Holiday Johnson, *Hawthorne Wellness Center*; Erin Greer, *Crossroads Trading Co.*; Devin Kelly, *Peet's Coffee & Tea*  
**Liaisons:** Linda Nettekoven, *HAND*; Robert Pickett, *Portland Police*; Julie Gustafson, *Portland Streetcar*;  
**Guests:** Rebecca Koffman, *Freelance Reporter*;  
**Staff:** Nancy Chapin, *the Support Group*.

Meeting called to order @ 8:15am by President Peter Rossing

Minutes approved as corrected: Caplener; Eclectica.

Annual minutes approved as presented.

### Financial Report

Presented. 2009 Budget was revised to vote on in April.

### Crime Prevention and Safety

Robert Pickett is the Neighborhood Response Team officer for this area. We don't have a new neighborhood officer yet. Not sure if the bicycle patrol will continue. If there are services you like, be sure you let your elected officials know. HBBA's precinct will be Central. Nancy spoke about the contact office at SE 46<sup>th</sup> and the importance of maintaining it for the neighborhood and the district. Perhaps \$50/mo/NA & BA to Jack and Iva Elmer, the owners of the building, who have been paying all expenses for several years?

### HAND

Mainly working on transportation issues: street car; train noise, (96 – 110db whistle every 15 minutes). Meeting with the 20<sup>th</sup> and Hawthorne people regarding special traffic mitigation. \$13,500 is in HBBA's acct. to be used for this process, if necessary.

Linda brought a book about in-fill issues. HAND has been brainstorming with APNBA about putting together a land use workshop focused on business district aesthetics & needs. The Division Transportation project is ramping up again – perhaps starting to meet in April. The NA's are concerned about the precinct restructuring. There will be a meeting Thursday, March 19<sup>th</sup> at St. Philip Neri with the Central Precinct Commander, Mike Reese.

Mt. Tabor clean-up is on May 19<sup>th</sup>, speak to Darren if you want to know more.

RNA is concerned about the development proposed for 38<sup>th</sup> & Division. The big concern is no parking for 23 apartments. Urban Development Partners is the developer. The neighbors are very concerned and have been involved from early on in this process.

Linda suggested HBBA get involved in the Portland Plan.

### Streetcar Plan

\$45 million is budgeted for the proposed streetcar loop. The streetcar construction moves much faster than MAX. Three blocks in 3 weeks or more. No businesses lost. Have ten cars. A local manufacturing company should have a streetcar prototype this summer. 80 – 90 cities are planning streetcar lines so this should be good for Oregon. There are 13,000 riders a day now with 42 stops. The Portland Streetcar is managed and owned by the City of Portland. 2/3 of the funding comes from TriMet as well as many drivers, mechanics, etc. They run every 12 minutes, the cars are small and the operators are visible. They don't displace a lot of parking or travel lanes. The originally Amber line is now the Aqua line. There is a plan to integrate TriMet stops with streetcar stops.

The Caruthers Bridge will be complete in 2015. There will be 28 stops on the new loop, and it will be 3.3 miles long. Planning for 12 minute runs or less. A GPS tracking system is in place on the current route. Hawthorne & Madison will have nearby stops. Bioswales will be included in the stops. The Commissioner wants them to start north to south. The Streetcar System Plan will connect with the "inner city circulator" line. 250 miles of tracks were torn out of Portland. The last new US made streetcar was in 1954. 3500 jobs will be added. The Pearl and Waterfront residents are being able to sell their cars. It was noted that the bridge gives an opportunity to name it in honor of a person rather than renaming a street i.e. Cesar Chavez. We can support by letter if appropriate. Karin moved that HBBA send a letter to TriMet and others regarding the naming of streets and bridges using APNBA's language.

### Membership

New Seasons update – Lisa Sadler says the Hawthorne store hopes to open in 2010. The Daily Grind lot used to be a dry

cleaner. There is much concern regarding parking spaces. Looking at underground or above ground parking, which now provides up to 40 spots. The idea is grab and go and convenience. The shelving will be taller. Lisa can be reached at [lisas@newseasons.com](mailto:lisas@newseasons.com). They lease from Dave Schrott. Ask about August 15<sup>th</sup> & 16<sup>th</sup> availability for Hawthorne Day. It was noted that 4 bands are now parking in the Daily Grind lot with their motors running. Neighbors concerned about exhaust and the noise have gotten them to cordon it off which leaves shared parking out of the picture. Might be good to form a committee to work on the parking issues. There is towing at Wells Fargo and Bank of America now also. Current businesses are hoping that there will not be an overlap with their products and we were assured there will not be.

Rice Junkies gives a merchant discount.

Cat's Meow and The Seeing Stone are closing by April 30<sup>th</sup>. The Seeing Stone is looking for a new location in another store. Green Source is closing.

Is there a marketing kit? At this time no, maybe will need to develop one. Peter can develop something. Keep it simple.

### **Marketing**

Cine Magic is working with Matt on doing something with the "Think Hawthorne" brand; 4 slides, 2 minutes apart.

Gold Dust Meridian pays \$65/mo for 6 months. Use our favorites from other years. Shop local, Pirate Day, Street Fair, etc. We need to look at the website also. The photos scroll through now – event photos, segways, etc.

Travel has a magazine coming out. Should the HBBA advertise? Marcus moved to put in an ad, seconded & passed.

### **Beautification**

Peter would like someone else to work with him on flower basket or other ideas.

### **Land Use**

Tom Armstrong, planner, indicated there is some legislation being proposed regarding the rezoning of properties so we'll wait on the letter. Design standards are at the state level, i.e. the city has control over where there are design overlays which could allay the fears of the neighbors regarding tall buildings. Darren will keep us posted.

### **APNBA**

Concern was expressed regarding renaming of the streets. Requested designation of the delegate for each association, Roger is willing to serve. Karin moved that Roger be requested to be HBBA's representative for 2009-10. Seconded & passed. Karin moved that Peter be Roger's alternate. Seconded & passed.

### **Hawthorne Day**

The current fees for vendors at Hawthorne Day are \$80 for vendors not in the HBBA area, \$25 for non-profits and businesses. Change to \$40 dollars for non-profits and Hawthorne businesses that specifically want to be in the paid vendor areas.

**Meeting adjourned at 10:00am**