

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

Board Members Present:

Karin Edwards, *Certified Rolfer*
Bret Lubic, *Attorney*

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

Members: Jay Greenman, The Goddess Gallery; Linda Nettekoven, *HAND*; Danielle Schultz, Artichoke Music;

Guests: Lamont Smith, TMT Development; Robert Picket & Josh Letter, PPB Bike Patrol; Katherine Anderson, ONI Crime Prevention

Staff: Bridget Bayer, *The Support Group*

Board Members Excused: Christopher Collier, Presents of Mind

INTRODUCTIONS

Karin called meeting to order at 8:15am.

AGENDA CHANGES: TMT Development rep. to be fit in early, Bret's After hours Mixer Announcement

MINUTES: February 2007 minutes were approved as presented.

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

ANNOUNCEMENT: After Hours Mixer: March 21, 5-7pm, at Empire Room, 4260 SE Hawthorne. \$100 sponsored appetizers from HBBA.

CRIME PREVENTION & SAFETY

The bike patrol currently operates Tu – F, 9-7pm, they would start and end later as the weather gets nicer. Many business owners have expressed appreciation for the bike patrol officers on Hawthorne. They have a good feel for the neighborhood, keeping an eye on transients, especially those that cause problems. Officers ask that if merchants are aware of individuals causing more than occasional harassment to report to police asap. Budgeting for bike patrol and SE in general is still at the whim of command staff. Letters are always appreciated, especially encouraging the ongoing presence of bike patrols. Try to get bike patrols extended to 12 – 10pm in the summertime. Write a note or email:

Chief Rosie Sizer
1111 SW 2nd Ave., 97204
chiefsizer@portlandpolice.org

Mayor Tom Potter
1221 SW 4th Ave., Ste 340, 97204
mayorpotter@ci.portland.or.us

There was a shooting and robbery at Belmont Market. Suspects are in custody and detectives are investigating. There is a fund at US Bank to help the individual that was shot, and the Asian community is pulling together to support them. Katherine Anderson, ONI Crime Prevention will host a meeting to train business owners how to be good observers, who to call and how to report incidents. Location, time and details post it on the HBBA listserve. There is an ONI Public Safety Conference & Awards Ceremony on April 28, 8:30am–2:30pm; 12-2:30 are the award ceremony and luncheon. It will be held at PCC Sylvania, 12000 SW 49th Ave. Safety classes are from 9:15 – 12:55.

It's been quiet around 44th & Hawthorne. Many transients get alcohol from Hawthorne Market at 41st & Hawthorne, and hang out at the laundry mat; officers have talked to the owner.

Parking patrol is not likely to give tickets to vehicles in areas where there are barricades during the weekends. Bruce will confirm with Jean Senechal.

Officer Picket will get back to us on how to get after hours emergency notification for individual stores to police.

TMT Development (Tom Moyer Theater Development)

Lamont Smith represents TMT, a 16 year old company. Tom Moyer is the company Chairman and CEO. They manage the buildings that they develop. Examples include: Hayden Meadows Retail Shopping Mall

and the Fox Tower. They own the block at 23rd & Hawthorne old gas station, currently occupied by Uncle Paul's Produce, who will be the major tenant of this redeveloped space along with other retail and apartments on top. The building will be 40-50' deep and have 200' frontage. They have conceptual plans and have started preliminary discussions with neighborhood assns. They will present to HBBA at a subsequent meeting. They have recently announced another major project downtown so they plan to take a lot of time and have discussions on loading, appearance and design. Hawthorne merchants and residents have expressed a strong preference for buildings that mix of old & new (ex. brick) and integrate into existing architecture, rather than steel & glass structures seen in many new building designs. Some of TMT's sites have Big Box stores like Lowe's, but they understand that having independent businesses is a priority for the Hawthorne community. There are expect to have 50 parking spaces in back, not enough to even accommodate the residential tenants.

NEIGHBORHOOD REPORT

HAND – Linda Nettekoven

There are ongoing conversations about the 30th & Division site with the previous local owner, Stan Amy who has a lease with a Gold's Gym affiliate,

Willamette River focus is on a new development of several glass towers that will store boats. It is next to Ross Island Sand & Gravel site. They are trying to extend the greenway and do something to mitigate any environmental damage.

SK NW and Portland Spirit want to build a watercraft maintenance building. They are adamantly against the greenway going through the adjacent property but have recently come around a little.

A community conversation this Sat will look at where infill is happening in the City. A panel will help the community look at this in a holistic perspective. 9am-12nn at Planning Dept., 1900 SW fourth, 2nd floor, Mezzanine level.

Liquor license applications are under review in Salem, they can now be obtained without review for 180 days, and OLCC investigator numbers are being decreased, currently cut from the budget.

MEMBERSHIP

Street cleaning happens at nights, 10-12 times a year, with no set schedule. Side streets are also cleaned periodically, especially for leaf removal in the fall and winter. Karin is working with Jean Senechal to get specific details and ask for early notification so cars can be moved in advanced.

Annual Meeting

Suggestion to add a little music (like Robbie playing acoustic jazz) before the actual meeting starts to better the atmosphere. He could possibly bring students (like Officer Brock).

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| Total attendance: | 77 | |
| Total income: | \$1,454.00 | |
| Expenses: | | |
| Chelsea Ballroom meal: | \$ 960.00 (\$12 x 80) | |
| Invitation printing: | \$ 43.00 (\$100 in barter for membership) | |
| Speaker: | \$ 100.00 | |
| Copies | \$ 6.55 | |
| Envelopes | \$ 38.86 | |
| Bulk postage | <u>\$ 131.18</u> | |
| Total Expenses | \$1,279.59 | Net \$ 174.41 |

MARKETING

Neighborhood News is an email newsletter that gets sent to property owners all across SE. The www.ThinkHawthorne.com link is listed at the bottom of this e-publication. There were 4-5 stories written about Hawthorne this past year. They have 2500 readers. \$300 renewal is due for this advertisement. Motion was made to renew this and the News4Neighbors advertisements providing the amount is \$300 or less, seconded and all in favor.

Website – Update to the site will improve search functions making it more useful. The prominent search bar on the main page will be to search businesses, with a secondary search bar for searching the general site content. Members will be sorted at the top and the second page of search results will be more apparent. Boyce will do this detailed work. A motion was made to spend \$300-\$500 for these costs, seconded all in favor.

Ideas for promoting the website:

Mt Tabor's newsletter has a link to the website, and Karin has asked other neighborhoods to include a link or maybe even a brief article. David Wagner has written a few paragraphs for the purpose of promoting the website – Karin sent this to the email list on 3/19/07 and submitted it to News4Neighbors website and Neighborhood News (email newsletter).

Lori from Advertise in the Bag (door hanger coupons) [advertiseinthebag@hotmail.com] is printing www.thinkhawthorne.com for free on one of their coupons this month.

A www.thinkhawthorne.com sign will be posted on the listserve, business owners to print and post. Signs could be distributed using block captains (originally started because of Crime & Safety issues, the list still exists just not active). Jay Greenman, The Goddess Gallery will cover his area at 3500 block. Danielle from Artichoke Music will volunteer to distribute to lower Hawthorne.

Other ideas:

- Banner tags with web address that can be added to the grommets at the bottom of the banners, that are changed seasonally.
- Print a large banner that can be hung at various rotating sites, potentially Ben & Jerry's and the long blank Fred Meyer wall. Bob Curry Wilson is the FM Corporation's land use person. Tim Aye is the current store director, and one of his managers, Dave Collinson, continues to receive HBBA emails and be the HBBA liason.

2007 Event Calendar

APNBA is listing all business district assn. events.

Second Thursdays for 3 summer months: June 14, July 12, and August 9.

(alcohol can be served with a one day OLCC event license, street drinking is not allowed at any time, must remain on the premises and follow all alcohol regulations)

August 19 – Mid-Hawthorne Summer Sidewalk sale

August 26 – Upper Hawthorne Block Party

Hawthorne Day plans in the works. It somewhat depends on receiving the APNBA Grant that we should know about at the end of March. The Plaque grant will support the landscaping at the installation of the Upper site (East end) and the installation of Multnomah County site (West end)

Co-op Advertising

Karin & Bruce are meeting with Scott Corrie, The Dollar Scholar to get more details on co-op TV advertising. The Dollar Scholar 3279 SE Hawthorne, lydiaphilips@verizon.net.

The Oregonian Print Ad is about \$75/month, plans to be monthly, contact Seasons at Presents of Mind, 3633 SE Hawthorne, 503.230.7740, (portlandlotus@hotmail.com) and Larry at the Monkey King, for more details. HBBA paid to add color to the Holiday issue and will continue to do so periodically as requested.

TRANSPORTATION & LAND USE

Re-paving at Madison may happen this summer, if funding is found. Jean will update us at the next meeting.

ANNOUNCEMENTS:

Small Business Advisory Council has produced a Small Business Bill of Rights. They are asking for every businesses signature and expect to present it to city council in April. Check them out and sign at <http://www.apnba.com>

Meeting Adjourned 9:50am.

Bridget Bayer, *Recording Secretary*

ACTION NEEDED:

KARIN: Talk to Jean Senechal to get specific details on street cleaning dates & times and ask for early notification
Send Website PR to News4Neighbors
Meeting with Scott Corrie re. TV advertising w/ Bruce.

BRET: Meet everyone at the Empire Room on March 21 for the After Hours event.

BRUCE: Meeting with Scott Corrie re. TV advertising w/ Karin.
Bruce will check with Jean Senechal about parking tickets in construction zones on weekends.

TSG: Website promo sign
Write Party on Hawthorne Job descriptions
Re-invigorate block captains list