

**Hawthorne Boulevard Business Association
General and Board Meeting
March 8, 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: Kusum Mendiratta, UPS Store, John Laursen, Press-22, Linda Nettekoven, HAND, David Wagner, Writer

Guests: Warren Jimenez, Office of Commissioner Sam Adams, Ellis McCoy, PDOT, and Gabe Onyeador

INTRODUCTIONS

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

AGENDA

Additions: Website, Reese: Annual Meeting, Mt. Tabor Historical Medallions (John)

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

TREASURER'S REPORT: (Mary)

Financial Statement - about \$16,000. Strong membership numbers could be improved based on previous year's level of participation. Financial committee needs to develop a budget.

ANNUAL MEETING: (Reese Prouty)

Total registrations: 88 people

Total ticket sales: \$1825.00/budgeted \$1140.00, profit \$700.00.

Signed thank you note for Mayor Tom Potter

Next year:

Reese - Decide whether to select a different venue (e.g. Chelsea Ballroom, The Madison) or continue holding the event at Bread & Ink. (most wanted to keep it at B & I)

Karin - Drive next year could focus on business owners and managers rather than just employees.

Mary - Speaker needs to be moved so that everyone can hear better.

MEMBERSHIP REPORT: (TSG)

Membership levels are high, but are not as strong as previous years.

Suggestions: Incentives for past members.

TSG could go through the archives to find previous members.

Increase outreach to new businesses

Increase distribution of brochure

Karin volunteered to be the Welcoming person for new businesses. Tara (and maybe Bret) are drafting a flyer or brochure about HBBA and our projects, which will be paired with a Hawthorne brochure and a flyer to be distributed at events.

WEBSITE: (Jay Schornstein)

David Wagner will provide data entry services for the website. Members will be given keywords so they can access the website. Jay suggested a vote to decide whether or not the membership list should be included on the website and about how much information should be included.

PARTY ON HAWTHORNE: (Reese Prouty) Friday, May 12, Chelsea Ballroom

-Robbie Laws is bringing a kid's group to perform in addition to his band.

-Richmond School asked about performing the program they are using on their tour to Japan.

-Do Jump! will not be there.

- Corey Brunish may sponsor a performance by the Sinatra Group that he performs in.

Next steps: volunteer recruitment; select a date for next year, outreach, and donor solicitation

SOLV Cleanup: (Mary Sellin)

SOLV Cleanup was canceled. Neighborhood Associations and Earth Day Celebrations are also hosting cleanup events during the time originally scheduled for the Hawthorne cleanup.

CRIME & SAFETY: (Bruce Chaser)

The burglar who broke into Metro Clothing and the Third Eye was arrested. Goal is to have ten people on the Business Watch committee. Suggestion was made to have current volunteers recruit new volunteers for at least one walk through to try to generate more interest in the foot patrol. Graffiti removal and litter patrol should be part of the Business Watch program. Question was asked about additional support resources from Portland Police. (e.g. Bike Patrol, \$500 additional funds-Rosie) Linda Nettekoven is another resource to get more assistance, especially regarding the PPP budget. 'Real Change Spare Change' parking meter could be used as a gimmick to get more funds.

TRANSPORTATION:

Mt. TABOR Transportation and historical medallions: (John Lauerson)

There will be a major traffic change between SE 50th and SE 55th. Traffic will be detoured through to SE Division. Other changes include putting up bronze medallions commemorating the history of the district. Suggestion was made for HBBA to support the current proposal or to expand the proposal to put other medallions on different areas of Hawthorne. APNBA grants could be leveraged through the Hawthorne district. The level should be somewhere around 1-2 thousand dollars. HBBA could also support the project out of its own budget. Additional outreach may be needed to publicize the effort. HBBA matching funds could be used to make the proposal more attractive.

Neighborhood Parking Benefit Program (NPBP): (Ellis McCoy, Parking Operations Division Manager, Gabe Onyeador: NPBP Program Manager)

Ellis and Gabe both emphasized the critical role that business districts and neighborhoods will play in the decision making process.

Two decision points:

Program Description: A feasibility study would give the basis for making a plan. Plans could include pay stations to be on Hawthorne and on the side streets about 1-2 blocks in from the boulevard. Free resident parking permits would be subsidized through the program. Additional pay stations would be placed in the neighborhood so that visitors would be required to pay to park. At present, there is no concept of whether the meters would be along the entire length of the boulevard, the times of day parking regulations would be enforced, the process that would be used to test the feasibility of this proposal or the exact allocation of program revenue.

Scale: MLK is included south of I-84 to Powell. Current focus area also includes CEIC business district. Corridor surrounding NW 23rd and 21st is not included in this study.

Concerns: (things to be considered)

Will police be available to enforce new parking regulations? Truck loading zones are currently a primary focus because there is limited loading space. (6-15 tickets written per day)

Having parking pay stations in one area and not in another could put SE districts at a competitive disadvantage.

Meters could destroy the parking environment completely.

Parking studies need to address the shopping patterns unique to Hawthorne Boulevard. (i.e. Customers walk up and down the boulevard to visit many shops.)

Possibility of one business district making a different decision than neighboring districts

Inclusiveness of selection/notification process to build a committee of community stakeholders

"Smart cards" could be expensive

Distribution of program/parking infraction revenue

Selection of the data gathering/research process used to evaluate the program

Use of subjective vs. objective data

Accuracy of representative sample studies

Level of training of research personnel

Potential benefits:

Having a paid environment could increase parking turnover, thereby allowing more potential shoppers to find a place to park.

The program would ensure access for residents and businesses that are currently obstructed. Previous studies on similar projects?

Businesses falter sometimes, but when it is done right business does flourish. LDCA is one example (e.g. mid-1990s redevelopment). OHSU is another example of successful managed parking. Surface parking is the most used option so not having large free parking lots may not be a disadvantage.

Old Pasadena example: (Warren)

Suggestions:

Volunteer resources could be used to reduce the cost of NPBP.
Reimburse parking cost for customers.
Use a digital camera to document parking patterns.
HBBA list serve could be used to publicize the meeting.
Final proposal could guarantee funding allocation during a specific time frame.

Next Steps:

Many research methods are available to assess the impacts of this study. (e.g. Vehicle counts, interviews, license plates, employee parking patterns, density studies, visitor parking patterns) Belmont and Division/Clinton would be included to explore possible spillover effects. Regular meetings will be scheduled soon, (possibly to be held @ Goodwill Industries on 6th Avenue) to get ideas and provide all community stakeholders with more information.

Informational Meeting:

Saturday, April 22, 9:00am - 12:00nn (half day) Neighborhood & Business Assn. Summit
Consultants will be on hand to answer questions and enable stakeholders to make informed decisions. Project manager: Gabe Onyeador, 503-823-7794.

Other Transportation Issues: Paint has worn off of many sidewalks, which makes it more difficult for visitors to follow parking regulations. There is a work order to address this issue.

NEIGHBORHOOD ASSOCIATION REPORT: (Linda Nettekoven)

ONI's budget will be discussed soon. One add-on suggestion to the city could be including a small grants program that would bring neighborhoods and businesses together.

ANNOUNCEMENTS:

Neighborhood Parking Benefit Program (NPBP) Meeting: Friday, March 23rd, 7PM, Location TBA

ACTION NEEDED

MARY & ED: 2006 Budget

TARA: Draft a flyer or brochure about HBBA projects, and a welcoming letter to new businesses.

KARIN: Welcome new businesses. Get contact info to add to HBBA list.

JAY: Website updates, NPBP Meeting Announcement

ALL: Discuss staffing resource needs for HBBA membership recruitment (researching HBBA archives for past members to contact).

TSG: Go through archives, list previous members, not currently paying dues.

Adjourned 9:50AM

Aaron Ridings, Recording Secretary