

**Hawthorne Boulevard Business Association
General and Board Meeting
October 11, 2006
DRAFT MINUTES**

Attending Board Members:

Mary Sellin, *Sellin-Eiler Properties*

Bruce Chaser, *Hawthorne Wellness Center*

Paul Niedergang, *Progressive Development Group*

Tara Choate, *Pawsitively Clean*

Karin Edwards, *Certified Rolfer*

Jay Schornstein, *Attorney at Law*

Attending Members: Jean Senechal, PDOT; Linda Nettekoven, *HAND*; Patrick Donaldson, APNBA President; Staff, Bridget Bayer, *The Support Group*

Introductions

Mary Sellin called meeting to order at 8:15AM.

September minutes approved as presented.

Agenda accepted as changed: no agenda items except the future of Hawthorne & parking study issue unless time allows.

Mary wanted to free up schedule to talk about the future of HBBA. Board members reported that there is no new interest from HBBA members in joining the Board at this time. It's time to have a larger group meeting to get the whole Boulevard together to plan what this organization should be. Do we want to give a clear message to Hawthorne that the parking meter issue is finished.

The bigger issue is the direction of Hawthorne and the HBBA.

DISCUSSION

- o What's the role of HBBA on Hawthorne Boulevard?
- o HBBA Board members are volunteers, how should they go about representing the HBBA community?
- o If someone represents this community on a City Committee or in general, how can they know that they will have the commitment of members for their involvement?
- o Are there folks interested in giving direction to a group of Board members?
- o How can we get retail represented on the Board?
- o It is expected that there will be disagreements among members, how should they be aired?
- o How can the direction be given without just criticizing?

From Patrick Donaldson, APNBA: Other Business District Associations are going through this same issue. The concern around parking meters indicates larger issues. The Board can take a strong leadership here, and doesn't have to let the City or any other party lead on the parking meters. If there is a void a leader with a negative message can fill it just as easily as with a positive message. Current board members feel overworked and need more support from all Hawthorne businesses, particularly merchants. Patrick feels that Hawthorne is the lynchpin for business districts in Portland, and therefore the City should be interested in its continued success.

Parking Study on Hawthorne

Sam's office sees the inevitable density issue of downtown Portland as an opportunity for business district associations to gain from potential income stream from meters. Hawthorne businesses see the parking study as a potential threat to their viability; for some people that is coupled with an anti-government fear that the City will eventually take the profits. The HBBA

Board continues to take care not to officially come out “for” or “against” parking meters. We were gathering information through the parking studies, and now we are concluding that meters are not a good idea for Hawthorne at this point. A resolution will be drafted during the coming month.

The parking meter discussion can get people energized and interested in getting involved. We want to help people ride on that momentum to move Hawthorne forward in a positive direction.

At most recent parking study meeting, organized by Sam's office, the majority of attendees did not want parking meters. Many people showed hands in support of continuing to gather parking data via the parking study. However we are not fully confident that everyone was talking about the same thing, so we would like to have clear support from the Boulevard before moving forward with the study.

Perhaps the parking study can produce some other solutions for existing parking problems. An example might be specific marking of parking spaces where problematic parking exists now (full striping will reduce the number of parking spots on the Boulevard).

HBBA members who are on the Citizen's Advisory Committee (CAC) can broker the conversation with Sam about taking the parking study off the table and focusing on the future of Hawthorne. Can we continue with the parking analysis, now that we have eliminated meters as a solution?

We also plan to ask Sam Adam's office for a summary of what happened at the most recent Parking Study meeting.

APNBA can help: Influence City Government to recognize the economic impact their decisions make and look for money for remedial action.

Patrick suggested printing the dues statements on 2-part NCR paper, like an invoice. He said it is more likely to get send directly to the accountant and get paid. This is what Hollywood does.

One way that APNBA could support the business associations is by collecting the best documents and other materials from the various business associations and sharing them.

Another idea of how the APNBA and the city could support business associations is by encouraging good quality websites. Patrick suggested grants for new and existing site improvement.

Current anti-meter signs are very negative, and customers can feel it. For the holiday season, we want all of those signs to be taken down. We will distribute a nice holiday-themed window sign, printed on heavy paper. Ideas for text include: “*Think Hawthorne for the Holidays – www.thinkhawthorne.com*” and “*Hawthorne – Where the Shopping is Easy and the Parking is Free.*” (Thanks to Patrick)

HAWTHORNE SUMMIT

November 15 at Chelsea Ballroom, 1510 SE 9th Ave - second floor. Pizza and beverages to be provided by HBBA; Ice cream provided by Ben and Jerry's. This meeting will be focused on listening to the concerns and then creating a plan for the future that both addresses those concerns and helps us plan for a vibrant future for Hawthorne." Announce by mail (postcard), email list, and by shop-to-shop visits with flyers. Invite Neighborhood and Business Association leaders.

Outreach to business community:

- List serve – currently doesn't reach everyone. Not controlled by HBBA Board member, mostly self-monitored.
- Door-to-door – outreach by as many volunteers and paid staff as needed.
- Direct mail – to ensure reaching property owners and interested parties.

After some discussion, it was decided that there was not enough time to prepare a good survey before the summit. It was suggested that each board member visit 50 stores/businesses to distribute the notification of the meeting. It was also suggested that the board members engage the business owner in discussion about the board and district.

A budget of up to \$3,000.00 was approved for the Summit project. This would include notification, PR, and facilitation and follow-up. The flyers, postcards, and other visuals will be worked on by Tara, Karin and any interested others.

The purpose of the summit is to engage the business community in a discussion of the future of Hawthorne District and what role the HBBA should play in it. We hope the result of this will be increased involvement by merchants, a unified community feeling, and a generalized plan for the future of the HBBA and the Hawthorne District. The summit agenda is yet to be determined. The moderator has not been chosen. A planning meeting with the moderator will be set up.

The issues to be addressed at the summit:

What is the status quo?

In 5 years, how do we see the Hawthorne District?

How do you want the HBBA to be involved in the future vision?

HAND Report – Linda Nettekoven

Owner of former Wild Oats site (on Division) is seeking an adjustment to accommodate a potential new business – a franchised but locally owned Gold's Gym. HAND Board will be voting to send a letter of support or non-support next Tuesday. Local and long time family who owns Loprinzi's Gym is opposing the new gym and had an impact on the vote at one recent neighborhood assn. meeting. Linda notes that the owner of the potential new gym has a good reputation, and has other gyms in the Portland and Eugene areas. He is promising to accommodate the neighborhood's needs in his business plan. If the adjustments are not allowed, there is a concern that the property could be sold to less community-minded owners. Paul explains that Wild Oats is still under lease for approx. 7 years, so the building could sit empty for that duration. Surrounding businesses have been struggling with the reduced foot traffic over the past 6 months, and the sooner a new anchor business moves in, the better.

Meeting Adjourned 10:15am.

Bridget Bayer, *Recording Secretary*

ACTION NEEDED

MARY: Organize Summit Meeting

ALL: Write invitation/flyer for Hawthorne Summit

TARA: Design flyer for Hawthorne Summit

PAUL: Schedule meeting with Sam Adams for CAC committee member, Mary & Linda

JAY: Update website with Board meeting minutes

TSG: Ask Roger to make sure pointer form old HBBA Website is working

Describe list serve moderator capabilities

Send Jay all Board minutes that aren't already posted on Web, add to announcements that all minutes are posted on HBBA website each month.

Send Karin the Hawthorne DB electronically with numbered column visible.