

**Hawthorne Boulevard Business Association
General and Board Meeting
May 9, 2007
DRAFT MINUTES**

Board Members Present:

Karin Edwards, *Certified Rolfer*
Bret Lubic, *Attorney*
Robbie Laws, *SixStringCentral*

Bruce Chaser, *Hawthorne Wellness Center*
Danielle Schultz, *Artichoke Music*

Board Members Absent: Christopher Collier, *Presents of Mind*; Darren Balogh, *Mortgage Loan NW*; Claes Almroth, *Reverb Music*

Members: Linda Nettekoven, *HAND*; Jay Greenman, *Goddess Gallery*; Paul Niedergang, *PDG*

Liaison: Jean Senechal Biggs, *PDOT*; Robert Pickett, *Pavi Park, COP Bicycle Patrol*

Staff: Nancy Chapin, *The Support Group*

Guests: Roger Jones, *Aetna Brokerage, Inc*; Chris Jones, *Artichoke Music*; Joe Mitchoff, *Artisan Lofts*.

INTRODUCTIONS

Karin called meeting to order at 8:15am.

AGENDA CHANGES: none

MINUTES: March 2007 minutes were approved as presented.

Financials

Financials presented with inclusion of website, marketing, and Hawthorne plaque grants of \$2500 each.

CRIME PREVENTION & SAFETY

There was a report on some of the "characters" of Hawthorne. Bruce asked if we can get some pictures. Call 911 or 823-3333 if mirrors are being kicked in. The number where Officer Pickett @ SE Precinct can be reached is 503-823-2143. There are no current crime waves; however there was a report of shoplifters at Le Rouge. A person has been sitting in front of The Cat's Meow, who is there every day and causing concern to pedestrians.

Our compliments go to the PPB for handling issues and for being there.

NEIGHBORHOOD REPORT

HAND is working on the Artisan Dental site.

Tuesday May 15th will be the annual general meeting. Business owners are eligible to vote and be on the board.

Focusing on transportation updates and looking at eastside streetcar line. HAND will be tracking. The Inner SE light rail is also being tracked.

Brownfield site at Ladd & Division (7 corners) still challenging. 2nd round May 14th with Landmarks Commissioner and concerns regarding the roof.

There are still concerns regarding a gym being allowed in the former Wild Oats building. Miscommunication between Yoga Shala and Stan Amy the building owner are being worked out.

The Ladd's Addition will have a Tour of Historic Homes to benefit the Save our Elms group.

The final hearing on the city budget is tomorrow. Funds have been replaced for tree management coordination.

Uncle Paul's Produce is being displaced because of the TMT mixed-use development between 23rd & 24th Ave. Coit Cleaners and Peter Perrin were mentioned regarding space possibilities.

SE UPLIFT

Danielle Schultz attended her first SE Uplift Board Meeting this week as the HBBA representative. Discussed was the ballot measure regarding the PDC's budget being approved by the City Council.

MEMBERSHIP

Q. Mixer – next one mid June at Yarn Garden? Madison's? – networking, social, \$100 budgeted. 79 members, a little over \$8000 have been raised which equals grass roots support. Karin would like to see 120 members and person to person contact. Danielle will help. Give out web site sheet, ask to check their listing. Dues from memberships mean more info on the web site. Bruce will help. Paul will write a property

owner encouragement letter. Suggest open to home based business. Look at COP Business License database and encourage home based biz in the SE Examiner article.

APNBA

HBBA needs a representative. Bruce moved that Karin Edwards serve in that role. Seconded and passed.

Marketing

Hawthorne Day – funds can be spent for website marketing, group Oregonian ad – room for about 60 businesses. Larry @ Monkey King conceived the design, \$130/business. \$500 Oregonian credit will help with this project. Bruce moved to use \$500 from the \$2500 grant. Seconded & passed.

Holiday on Hawthorne

We need a chair/committee for a light project or something. Would Hankins Hardware do a wholesale cost for people to pick up?

Beautification

Want Fred Meyer to do something with their “backdoor” on Hawthorne and the lack of visual appeal on 39th. Storm water improvements/beautification at Washington Mutual. Taggart Basin project on south side of street could help with some costs.

Trees – landscapers will maintain for 2 years with quarterly inspections, and “Don’t Hurt Me” signs. Three of the Bike Oasis’ will be installed soon at 36th, 38th, and 48th. Elliott by 7-11 @ 20th will wait for the gas tank to be removed.

1982 HBBA Newsletter article; What is Elliott Square? Concept of the 7-11 development.

Artisan Lofts Joe Mitchoff brought the plans to share and is working with neighbors, NAs, now HBBA and others. HAND has supported. Artisan Dental owner Karl Koch will own the 5500 sq. ft. of commercial spaces, planning on local businesses including a restaurant he will own, and he will live there. Buckman doesn’t want an ultra modern design, wants minimized height, step down in back. Neighbors immediately adjacent have asked for a buffer. Boora Architects is designing. Residential exits are on Clay St. There will be 70 parking spaces for 55 units. (1/3 cs, 2/3 cn2), maybe a Flex car space also. Stop signs have been requested for 24th & 27th on Clay. This includes greenscaping to the south and retention of trees as possible. Pursuing LEED designation but not specified. There will be 115,000 sq. ft. maybe less. They start @ \$215,000 for a 700 sq. ft. studio, plus 1 & 2 bedroom units. He wants HBBA support of the adjustment to add a 5th floor on 1/3rd of the building and adding a 4th floor on the back 2/3rds, and would also like support of the loading dock downsizing or elimination of the same Discussion will be by e-mail.

BUSINESS DISTRICT LIAISON REPORT

Commissioner Sam Adams: Monday June 25th in the Douglas Fir Room at the Jupiter Hotel from 5:30 – 7:00pm for networking with BOAs and liaisons.

Walk about with Sam is being arranged after November.

The Hawthorne Transportation Project is almost done. PGE still needs to provide power to the signal, and remove the pole in the middle. The new signal box can’t be moved. It looks like they’re on budget. PDOT has to set aside funds for the Kemper Building sidewalks etc, on 46th & for work at 30th on Harrison. Bike racks can now be ordered from PDOT.

Hawthorne Day

To celebrate medallions, plaques, and transportation project completion. August 18th is okay; August 16th or 17th – media event @ 10:30.

Upper Hawthorne Block Party on the 25th, or do they want to change?

Meeting Adjourned @ 10:00am

Submitted by Nancy Chapin, Executive Secretary

