

**Hawthorne Boulevard Business Association
General and Board Meeting
September 16, 2006
DRAFT MINUTES**

Attending Board Members:

Mary Sellin, *Sellin-Eiler Properties*
Bruce Chaser, *Hawthorne Wellness Center*
Paul Niedergang, *Progressive D.G.*
Karin Edwards, *Certified Rolfer*

Bret Lubic, *Attorney at Law*
Christopher Collier, *Presents of Mind*
Jay Sorenstein, *Attorney at Law*
Tara Choate, *Pawsitively Clean*

Attending Members: Linda Scher, *Mediator*; Linda Nettekoven, *HAND*; Staff, Bridget Bayer, *The Support Group*

Introductions

Mary Sellin called meeting to order at 8:20AM.

Agenda additions:

- Board recruitment
- Annual meeting
- Business district grants
- Change of times & location

Note: Add Christopher Collier to Members At Large (on agenda header)

Minutes Approved: June, July & August

FINANCIAL REPORT

Board to look at financials and see if there are any questions, email the group.

Income:

HBBA received \$200 from APNBA for the PDX Vision (from Portland).

Expenses: Approx. \$1800 outstanding expenses:

Chelsea Ballroom (July mtg)
Sidewalk sale
Medallion contribution
APNBA membership

Website registration?
POVA membership?
Brochures

PAID: Banner insurance

\$7500 balance (approx.)

MEMBERSHIP REPORT

Board recruitment: Paul suggests each board member should ask two people to join the Board. All in agreement.

Suggestions: Christine Langdon
Jay Beeman
Peter Rosinger
West of 20th: Fish, Women's Clothing, Lois

Robbie Laws
Steve Madison
UPS Store manager

Business After Hours

Bret: Monday, September 25th, 5:30 – 7:30pm @ 3 Doors Down (normally closed on Mondays). Antipasti spread & beer to be paid by HBBA (\$100) estimated 40 people. Ask for RSVP's to Bret. Possibly ask other restaurants to host in the future: Bread & Ink, etc. **Event to be added to website.**

Tell Pam Coven, Imelda's Shoe's, to come to this meeting and try to stimulate interest in a marketing strategy meeting.

MARKETING

WEBSITE - Motion made to update website (up to 10 hours initially) especially events info. Possibly regular membership updates needed to be looked at next month (database should be updated quarterly, events & community info more regularly).

Seconded, Passed.

Regular content maintenance – David has quoted \$15/hr. Karin would be willing to put key words into the web database in order to better the search capabilities

Technical updates to be done by the original web designer (Boyce). Can the HBBA database from Access be put online so there is only one database & one update needed? Jay will arrange conference call with Karin to check on this.

Everyone look at the website and see if there is any other content or additions to be added – email Karin.

ANNUAL MEETING - Peter @ Chelsea Ballroom has agreed to host the Annual Meeting in the Main Room this year because of the increased attendance and the limited size of Bread & Ink. No room fee, approx. \$10-12/per person, with no host bar. HBBA will decorate etc. but the Chelsea Ballroom will set up the space. Start early so there is time to network. Option speaker: Ted Wheeler, Rosie Sizer, potentially someone visionary. Ask HBBA members to volunteer to work on this event & for speakers suggestions & other ideas. Date: February 21.

Paul: Logistics Arrangements

Jay: Program

Note: not necessarily for the annual meeting, but it would be good to schedule a joint meeting of County and City police in order to better further livability issues.

SIDEWALK SALE – Good event in Upper Hawthorne, lots of activities. Street closure permit for the Dollar Store Parade wasn't appropriate, Mary will send a letter to the City clarifying our concerns around all street closures that affect Hawthorne – including 2 recent movie filming, where we were given very short notice, and there was no compensation to the district. (We believe that the city gets compensated for it.) At this point, we don't think the city will issue another permit to the Dollar Scholar due to their costs involved compared to the turnout.

TRANSPORTATION

PARKING METERS – Another meeting is scheduled, Oct. 3rd @ SEUL. Sam & his staff walked the Boulevard to engage the community that have posted “no parking meter” signs. Paul will forward communication from Sam.

Parking utilization is rated at less than 70% except between 35th and 39th that is at capacity. More studies in that area are being done to determine options of what they can do there. Research is difficult right now because of the Hawthorne Transportation Project causing limited parking anyway.

HAWTHORNE TRANSPORTATION PROJECT – Jean not here due to illness, no issues or complaints have been heard.

MEDALLIONS – A beautiful medallion was passed around, it will be displayed in Reece's window. They are still looking for \$600 to finish the project, Checks to be made out to SEUL can be dropped off at 8 Women, 3614 SE Hawthorne.

GRANTS –

Business District Grants: \$200,000 Possible collaborations with surrounding neighborhoods to get funds for a Street Manager/Business District Manager as an independent contractor. Mary will pursue this by calling Jean Baker, Patrick Donaldson & John Barker.

Neighborhood Grants:

Linda announced that SEUL's share of the City's neighborhood grant is \$41,000. They are looking at collaborative work too.

BES Grants: Bureau of Environmental Services (BES). BES will soon be accepting nominations for the East Side Community Benefit Opportunity program. This program provides funding opportunities to enhance neighborhoods affected by CSO project construction. Applications available late Sept or early October.

<http://www.portlandonline.com/cso/index.cfm?c=30919>

OTHER NEWS & ANNOUNCEMENTS

HAND - Tri Met meeting regarding bus mall. Citizen Group looking at dumpsters in the right of way will be sending their report to City, contact Judy Crockett.

Div/Vis – funds may be a problem to finish their vision, trying to be creative to look at other sources of money except Metro (streetscape funds were cut).

Update from Wild Oats site, it will be a Gold's Gym, Stan Amy will add a condition to request the neighborhood's plans, suggestions for livability, etc. to increase the likelihood of dialog.

SEUL- family friendly neighborhood focus.

Forward the Michael Schuman talk announcement to HBBA list serve.

Next Meetings: October 11th, 8:00am

Possibly start the meeting at 9:00am to accommodate all board members. Jay to email board members requesting schedule.

Meeting Adjourned 10:10am.

Bridget Bayer, *Recording Secretary*

ACTION NEEDED

ALL: Review financials, email questions.

Ask two HBBA members to consider serving on the Board next year

Medallions need \$600 more contributions, drop checks at 8 Women

Email Karin any updates or changes to HBBA website desired.

MARY: Street closure concerns letter to City.

Get more Business District Grants info from APNBA.

KARIN: put key words into the web database, communicate with David re. Web updates

PAUL: Annual meeting logistics

Forward Sam's communication re. parking meters

JAY: Annual meeting program

Email survey of all board members re. Board meeting best times.

BRET: Change business After Hours to 5:30-7:30pm, confirm number with 3 Doors Down

TSG: Update agenda header, checkbook to Bruce for signatures, send Shuman announcement to list, forward BES grant info, Call Pam Coven re. marketing meeting ideas (include grants info.)