

Hawthorne Boulevard Business Association Board Meeting - Wednesday, July 11, 2012 - MINUTES

Board Members Present: Hilda Stevens, Bazi; Roger Jones, *Aetna Brokerage*; Miranda Levin, *Memento*; Kevin Caplener, *Realty Trust*; Michelle Bonnette, *Key Bank*; Carla Mink, *Mink*; Cassie Ridgeway, *Mag Big*. **Excused** Michele Machado, Portland Hawthorne Hostel; Jim Dee, Marketing Portland; Erin Greer, Crossroads Trading Co.; **Members:** Greg Moon, Western Seminary; Liz Potter, *New Seasons Market*, Paul Tourville, *US Bank*. **Liaisons:** John Noel, *SNA*; Katherine Anderson, *CP*. **Guest:** Graham Smith-White, *Fair Trade Music*. **Staff:** Nancy Chapin.

The Meeting was called to order at 8:19 by President Hilda Stevens. After introductions, the June minutes were approved as presented.

Treasurer's Report

Presented. Hilda and Carla need to get on the checking account.

HACE

The Mayor may be able to help HACE meet its obligation of about \$2900. Maybe Tom Kemper will be willing to help.

Concerned that most of the businesses don't know what HACE is or can do for the businesses.

SERP and SOLV are working with Erin on the clean-up and she is also the volunteer coordinator.

Crime Prevention & Safety

Businesses are having trouble with an insurgence of transients. With the Dollar Scholar owners gone there is more need for vigilance. Be sure to use the Trespass option with the police. Nancy will contact Crime Prevention for them to help get the police trespass agreement to businesses.

On July 7th there will be a celebration of the new mural at the Eagles Hall.

Street Fair

There was a report on progress. The Acoustic Stage will be at Hawthorne Wellness Center rather than the UPS Store. Next meeting is June 27th at Rivermark CCU. Nancy put together a rough map that Ray will complete and the City will be adding to their map that goes out to 17,000 households. YELP is our social media sponsor with more than \$13,000 in-kind advertising for a booth and their logo on our advertising. There is another family-oriented group that would like to do in-kind advertising, too. Reminded all to have misters.

Crime Prevention and Safety

Katherine Anderson noted that she has been attending HBBA since the early 90's. She and Jacob will be co-covering HBBA. The CP staff for the first time is working in the same office at 47th and Burnside in the former County IT services space. They have meeting, parking and training space available. The Open House was successful and well-attended. It looks like SE Precinct will open again perhaps as a substation of East. She has been continuing to work on getting officers to attend our meetings.

National Night Out is the first Tuesday in August between Aug 5th and the 12th. Mama Baby had an attempted break-in and Katherine visited and did a CPTED with the owner. Please call 503-823-3333, the non-emergency number to report any incidents. Call Crime Prevention, 503-823-3432 to arrange trespass agreements so the police can remove trespassers. Asst. DA Amber Moser will be moving on at the end of the summer.

The negative flash mobs (14-17 year olds) have been active and if questioned they have "mobbed verbally" on the person who questions them. The police have identified some of the people involved and have made some progress. Call 911 immediately if you see it happening. Noted that if kids are "chased" out of an area, the kids in the nearby businesses should be warned. Reminded Katherine that we haven't seen a uniformed officer in many months.

Merchant News

Beads Forever is closed and Sloan's is expanding into that space. Imelda's is expanding into Coldstone's for their men's shoes. Tabor Bread will be grinding flour and wood-fired bread and sandwiches and pastries. They have done a great job. Lardo's is open on SE 12th where Johnnie B's was. New food cart: "Cheese and Crack" behind Mag Big.

Venture Portland

They've been busy in the press. November 15th fundraiser is happening when HBBA is asked to have an auction basket done by October 1st. HBBA has said they are interested in the group advertising with Portland Mercury and Willamette Week that VP is putting together.

SNA

Our new rep is John Noel who reported that he has no report yet. Has there been a request at SNA for HACE (Hawthorne Area Civic Ecology) yet?

Concerts in the Parks are happening at Mt Tabor. It was packed. 6:30pm every Tuesday in July.

Marketing

Ray is working on the HSF materials now.

Other

Cassie announced that the Fashion Show will be on July 28th at 7pm with 25 designers. She would appreciate HBBA involvement. They have received some coupon/gift certificate contributions from businesses for the swag bags for designers and models.

Parking Meters

The City is moving forward with the meters along the Streetcar line on Grand and MLK. They have recommended \$1.25/hour. The Max/streetcar/pedestrian/bike bridge isn't built yet. The streetscape process will be starting in November: major street improvements and landscaping. The displacement of people who park in CEIC will be moving further east.

Announcements

Greg would like to re-energize the "Meet & Greet" in September to get together and review the SF.

New Seasons Delicious Donations raised \$700 for SUN. The Division Store raised \$1000 for the Abernathy's Garden.

Hilda has Sunday Parkways postcards to hand out.

Tour de France and the Racing Team will be highlighted tonight at 5, tomorrow at 5 and next Thursday at 3 at Bazi.

There is a new brewery, Pfrien, based in Hood River that BAZI will be hosting the release of their five beers on Thursday the 19th at 5:30pm. July 21st is Belgian Independence Day. Beervana will be shuttling people around the City that day among six venues and the Beer Festival.

Key Bank is sponsoring Movies in the Park at Sewellcrest Park on August 25th. Sand in the City is July 20, 21, 22 in Pioneer Square. Friday they build, \$3.00 admission. It is Portland's biggest sandbox.

Meeting adjourned at 9:34.

Minutes approved 8/8/12

Hawthorne Boulevard Business Association
Board Meeting - Wednesday, August 8, 2012 - MINUTES

Board Members Present: Hilda Stevens, Bazi; Roger Jones, *Aetna Brokerage*; Miranda Levin, *Memento*; Kevin Caplener, *Realty Trust*; Carla Mink, Mink; Jim Dee, Marketing Portland; Cassie Ridgeway, *Mag Big*. **Excused** Michele Machado, Portland Hawthorne Hostel; Michelle Bonnette, Key Bank; Erin Greer, Crossroads Trading Co. **Members:** Greg Moon, Western Seminary; Liz Potter, *New Seasons Market*; Paul Tourville, *US Bank*; Don Mack, *Eagles*; Raymond Perez, *Aquea Design*. **Liaisons:** Linda Nettekoven, HAND. **Staff:** Nancy Chapin.

The Meeting was called to order at 8:15 by President Hilda Stevens. After introductions, the minutes were approved as presented.

Treasurer's Report

Presented. HACE has \$3361.00 towards its match.

Crime Prevention & Safety

There has been a transient hanging out near BAZI, so Hilda called the non-emergency number and police came and cleaned them up. She said to be aware of the person and his lady friend. Liz will send a picture of someone worrying them. Call Chiers if someone is intoxicated. Noted: it is not okay to be publically nude – even if there is a nude bike ride.

Store owners have to remove graffiti and it is important to report it, too, as that assists with being able to charge graffiti vandals with a felony rather than a misdemeanor.

HACE

They have been busy. There have been two area-wide meetings which have resulted in a report. It looks good and indicates that work has been going on and that plans are written and being approved. There is a draft of the map in process regarding the current state and the various designations being looked at. The committee met with reps from Venture Portland and basically HBBA will be responsible for any amount of the \$6000 not raised by Sept. 15th as well as the report that is also due then. Jim Dee said he would consider assisting with the website. The Mayor has also said he would try to help. Carla and Hilda will approach Tom Kemper, 34th Ave. property owner. Western Seminary will see if they can contribute. Linda is working with Sunnyside and can be at their meeting this Thursday at 7pm. Miranda will attend for HBBA.

The next meeting will be at 5:30pm at Western Seminary on August 15th. Draft of report, progress on the map, etc. There is a plan to distribute a donation boxes for HACE during the Street Fair. Bazi will donate a percentage of their sales to HACE and may do that rather than have donation boxes. Carla said she needs some help getting behind this like a slogan – The Green Street Program - HACE! The Green Street Sustainability Program – HACE. The Sustainable businesses are now able to be brought up using “Sustainable”. The belief was expressed that HBBA businesses need to understand what it is with a better explanation. We need to raise \$1000 or more, according to Roger. We need some bullet points: certified green businesses, farmer's markets, community gardening, eco-roofs, bicycle parking, bio-swales and more. Some other efforts are solarizing, bulk purchasing, and more. “Working for a cleaner and greener Boulevard (Community?)!” Boxes will be green. Nancy will find the donation form and get it to Carla. There will be more promotion of HACE on our various social media devices and on the web. Perhaps the name was not well-chosen since we really want the whole area to be greener. Bazi will use their own jar so maybe it would be better to have a tent card and some literature. The postcard will be finalized soon. Next SF meeting is noon on the 15th and we will get finalized plans then.

Street Fair

Busy with the need for volunteers. Don has four, Greg has six and looking for more. The posters and flyers are done. Please like the Hawthorne Street Fair page. A full page in the Mercury, and there are 7 pages in the SE Examiner, and into 15000 homes from Sunday Parkways. BAZI is running an ad in the Cocktail compass. Nancy expressed her concern re getting the vendors in and out. Kids activities at Chase, we hope. Art installation at Mag Big, Eagles, Bazi street or ?

HAND

Their NNO event is tonight at Piccolo Park.

Central Eastside parking plan is going in. There will be a buffer zone on 11th and 12th. They will have a TMA soon. Next

Merchant News

Vertigo Bar is now Thorn Lounge. George's place is now empty as is the Beauty Bar. There is a Chiropractor who wants space.

Marketing

Ray is working on the HSF materials now. He's in the budget.

Meet-Up

Several people have responded to Greg who want to host. Next one is September XXX.

Other

Bazi will have a Zumba flash mob at 11am on SF day.

August 30th there is a Timber's Army Portland World Cup, which takes place on Sept 15th and 16th.

Sept 13th and 14th there is a documentary being filmed in Portland regarding Soccer. There will be a preview party at Bazi on Sept. 12th, 8-9pm. They will accept donations for new or used soccer equipment, too.

Venture Portland

Next meeting is August 13th. Our sell Hawthorne basket is due October 1st with the event

Announcements

Meeting adjourned at 9:45.

Minutes approved: 9/12/12

Hawthorne Boulevard Business Association
Board Meeting - Wednesday, Sept. 12, 2012 - DRAFT MINUTES

Board Members Present: Hilda Stevens, Bazi; Roger Jones, *Aetna Brokerage*; Michele Machado, Portland Hawthorne Hostel; Michelle Bonnette, Key Bank; Carla Mink, Mink; Jim Dee, Marketing Portland; **Excused:** Erin Greer, Crossroads Trading Co.; Kevin Caplener, *Realty Trust*; Cassie Ridgeway, *Mag Big*; Miranda Levin, *Memento*; **Members:** Greg Moon, Western Seminary; Liz Potter, *New Seasons Market*; Don Mack, *Eagles*; *Cinnamon Chaser*, *Presents of Mind*; *JerrellOwens@Umpqua Bank.com*. **Liaisons:** Linda Nettekoven, HAND. **Staff:** Nancy Chapin. **Guest:** Judy Litchfield, Resident; Hannah Rogers, Hubbell Communications;

The Meeting was called to order at 8:17 by President Hilda Stevens. No quorum established.

Treasurer's Report

Presented.

Crime Prevention & Safety

Credit card fraud is up. If it doesn't swipe, it may be fraudulent. Be sure to get a hard copy with a signature. It may be a gift card.

HSF

Hilda noted that in any street fair there are positives and negatives. We tried something that was completely new. Hilda has already approached Tri-Met and met with Tom Miller re how to make a street closure happen. Carla noted that the revenue from the vendors pays 2/3 of the cost of the SF, so how do we deal with that and make it work well? Presents of Mind lost a lot of money as did Mink. There were vendors in front of some stores that maybe shouldn't have had vendors. Mink had great business the week of the Belmont SF.

Perhaps we advertised in the wrong places – or should have also advertised in the Willamette Week. The workshop idea is a good one, however, but hard to manifest.

What we always hope is to get people to come back. It is only once a year and many people had stories already of new customers.

Vendors aren't the problem. It is just too crowded the way it was.

Sunday Parkways is still an issue as to whether it is a useful partnership. There were people at Bazi who were taking the route. Laurelhurst Park was a huge draw for the Sunday Parkways participants. Look at doing it the week after the Sunday Parkways instead of the week of. They've grown and it may not help HSF. We tried something new and there were some issues, but now we are working it out and let's see if we can figure out a way to get more involvement in the planning.

The Board has changed so much. It is a true working Board. We can use more people on the Board and to be involved. How do we incentivize membership? Michele noted that she appreciated the effort of everybody involved.

On a financial note: the Eagles sold \$130.00 worth of t-shirts. He told the story of getting Safeway to hang the banner. They raised \$623.00 for HACE. Bazi raised \$300 for HACE. Mink will pay \$127 to make the total \$6000.00 match.

Holiday Stroll

Cinnamon, Liz, and Cassie will work on it. 9am on the 4th Wednesday, the 26th at Mag Big. Western Seminary also offered meeting space.

Presentation

The We Are Here Coalition. There is legislation going through the house and Senate. If you are selling interstate either by phone or on-line, you may be charged. The big concern is the impact on small businesses. \$500,000 is the total revenue cutoff right now. Weareherecoalition.com.

Quorum established. Minutes approved as presented.

HACE

Hawthorne Rocks!! The \$6000 has been raised. It was born out of a grant from Venture Portland. The object is to define efficiencies in many areas to increase sustainable businesses. Triple bottom line: People, Planet and Profits. They held two design workshops. The report has been presented to HBBA for its files. The plan is to develop a permanent Steering Committee and Michele asked for more assistance. She also brought the

HACE map to share. The neighborhoods have also stepped up to be involved. There are currently 1.5 acres of eeroofs. Distribution of maps: New Seasons, Mag Big, Hawthorne Hostel will carry them. Only 3000 being printed. Now called "Sustainable Southeast".

Financial Report

The HSF income will pay for the event.

New Businesses

Blue Butterfly is closing on Dec 31st. The Float Tank is expanding into George's space. George has moved across from JaCiva's.

Venture Portland

Carla and Michele attended the grant session. Michele said it was a good session. One idea is the metal wrap-arounds for the power poles to help keep the poles clean. Could there be an adopt-a-pole project? Gary can get a quote for the cost of the sheet metal. In the areas it has been tested it has worked well. Perhaps there are businesses that will want to adopt a pole to regularly clean them that would not be sheet-metaled. A guest offered to clean her poles on 44th. Judy Litchfield, resident, will assist. The grant will assist in the identification of poles to be covered, etc.

Our sell Hawthorne basket is due October 1st with the event on November 1st at the Rose Garden. We need to get to work on it asking for donations of items, gift certificates attached to an item. Key Bank will pay for Michele's way to the event and will attend herself. This event is an attempt to diversify the funding for Venture Portland.

Heather will be attending HBBA's meeting in October.

Oregon Energy Trust has cash incentives. If you are working on any sort of project, check them out for assistance. A fryer fire ruined the piping and Bazi was able to get \$1000.00 back on her costs. Lighting, anything that uses gas, etc. oregonenergytrust.com.

HAND

Next Tuesday. Looking at priorities now. Share any ideas with Linda. She will be pushing for sustainability issues. New plans for the fire station at the base of the Hawthorne Bridge. 2035 plan is going forward and they will have a report. The 30th Ave. project will not include retail on the ground floor because the builders just don't want to. The Oregonian called wanting to know HBBA's opinion. Noted the issue of 50 units w/o parking is a concern. There are people testifying at City Council this morning concerning this issue. Developers are pushing back at the Neighborhood Associations. Need to raise awareness about safety issues. This also causes a missing tooth in our commercial corridor.

Meet-Up

The next one is September 26th, 5:30 to 7:00 at Western Seminary. Four businesses have committed to hosting. The first one Realty Trust, Hawthorne Hostel, Ray

Announcements

Soccer film festival is coming to Portland. Portland is the first city on the west coast to host it. Bazi is hosting an event. Money is being raised to help immigrants and others to play Soccer. Documentaries at Urban Studios.

Solar Oregon is hosting the 3rd Bi-annual Political Forum on Energy & Sustainability event at the Bagdad on October 10th at 7pm. Umpqua Bank is hosting a pre-event at Umpqua Bank.

Meeting adjourned at 10:10.

Minutes approved 10/10/12

Hawthorne Boulevard Business Association
Board Meeting - Wednesday, Oct. 10, 2012 - MINUTES – Western Seminary

Board Members Present: Hilda Stevens, *Bazi*; Roger Jones, *Aetna Brokerage*; Michele Machado, *Portland Hawthorne Hostel*, Carla Mink, *Mink*; Cassie Ridgeway, *Mag Big*. **Excused:** Erin Greer, *Crossroads Trading Co.*; Kevin Caplener, *Realty Trust*; Miranda Levin, *Memento*; **Members:** Greg Moon & Ray Brown, *Western Seminary*; Olivia Martino & Paula Jalin, *Nourish Northwest*; Anandi Gefroh, *Karuna*; Liz Potter, *New Seasons Market*. **Liaisons:** Jacob Brostoff, *Crime Prevention*, Don Mack, *SNA Liason*. **Staff:** Lori Boisen on behalf of Nancy Chapin. **Guest:** Emily Liedel, *Portland Polyglot Tours*, Heather Hoell & Laura Becker, *Venture Portland*.

The Meeting was called to order at 8:17 by President Hilda Stevens. Introductions were made and the agenda was changed to accommodate a presentation by Venture Portland.

Venture Portland

Heather Hoell & Laura Becker presented Venture Portland's Annual Report. Heather congratulated HBBA for their successful Economic Development Grant. She went on to explain Venture Portland's past year. Venture Portland changed its name from the Alliance of Portland Neighborhood Business Associations and updated its logo; it now includes all business districts in it. Venture Portland launched Localize the Season last year which ran from Nov thru Feb and Summer Local which runs from May thru Sept. In May, Venture Portland launched their Portland Celebrates Small Campaign in conjunction with Small Business Week. This past year, they launched their new website ventureportland.org designed to get folks to Venture Out into Portland Business districts. The calendar on the website features almost 1000 events in the Business Districts during the year. The site also includes an extensive map that links to an information page about each district as well as their website. The site also includes resources and information available from all the trainings Venture Portland provides. Venture Portland also launched its newsletter.

Laura explained the group gave out 26 benchmark grants and econ dev grants and spoke with 10 districts about emerging grants. They also offered grant hours and the current grants are due Friday. All tolled the organization awarded \$68K in grant funds, which leveraged \$260K in private investment.

Laura discussed their trainings for the year. They just finished the Spring/Summer Events debrief and had a Fall/Winter Debrief, as well. They also had officer trainings for bus districts. They also had 4 strategically social trainings during the year. Venture Portland provided a total of 1271 training hours for the year.

Heather explained that Venture Portland's work is building capacity in the business districts. Citywide, business district membership is up an average of 46%, which is impressive in a sluggish economy.

Heather asked if anyone impacted by the FOG fee to contact her about their water bills. Hilda reported this zip code won't be impacted until early 2013. The group discussed the impact of the FOG fees.

Heather also gave everyone handouts. One outlines the organization's training calendar for 2012-13. The second is a flier celebrating entrepreneur month. And, the third was an invitation to the Celebrate the City Fundraiser Thursday, November 1.

Hilda added Emily and Linda to the agenda. She asked if any other changes needed to be made to September's minutes. Hearing none minutes approved.

Treasurer's Report

Roger gave the treasurer's report. It looks like the group is in the hole, but it looks like the funds aren't all deposited yet; Nancy will be able to tell this. Roger also thought the membership dues total might be down from past years. The issue of the street fair may be answered with the vendor refund. The group would like to have a disclaimer stating no vendor refunds. Also, some vendors might have not had wares that people would buy. Roger made a motion to approve the report as presented with questions. Carla seconded. Motion passed. The group asked about performing an association audit and decided to move it to the next meeting. Carla suggested the audit be done in January/February. Hilda will start a committee.

Crime Prevention & Safety

Jacob had to leave and Michelle Machado reported that Jacob was sending out Nathan Vasquez's contact information; he is the prosecutor for this area. Jacob recommends that if there are businesses looking to address the problem of repeat offenders to establish a strategic approach to the problem and build a case against these individuals. Jacob recommended businesses contact the prosecutor and press charges. A suggestion was made to have a zero tolerance regarding shoplifting policy district wide. Carla asked if we could find out from Jacob what happened on the walk about with the Police and Crime Prevention. Cassie will coordinate with Jacob. Don is going to the SE Precinct's reopening house Thursday and will ask about the walk about, as well. Hilda let

everyone know that Safeway's shopping carts are not locked and if people notice carts in the district call Safeway's customer service and they will come get them.

Holiday Stroll

Carla reported that the committee has met. They have been outreaching to other businesses. Carla spoke with Heather about decorating the poles and Heather will put her in touch with some sources to get the permits for this. An area of concern is the big tent that will be children centered. She asked if anyone in the group to let her know about any children's groups that might want to perform at the tent. Zip Car would like to sponsor the stroll and will be at the next meeting to discuss more. December 1st from 11 to 4 is the Holiday Stroll. Western Seminary offered its help. Carla would like the group to focus on decorating the Blvd. Cassie reported that PGE has strict rules about hanging things on their poles that could make it a challenge. Don reported Western Seminary could help with volunteer support the day of the event. Brad can connect with Nancy or Don on volunteers. The stroll meeting immediately follows this meeting and Carla.

Sustainability Grant

Michelle reported that appx \$4700 should still be in the bank. An additional \$780 is expected from the Mayor's office. The map has been printed and is out. She handed out maps for everyone to share. They printed 3000, which is a limited number. Michelle would like to do another map. Selling ads was successful; she'd like to increase the size to increase the number of participants and print approximately 7000. They would like to begin working on this again in January. Most businesses are doing quite a bit to be sustainable, but they aren't marketing it. She'd like to work with businesses to increase their sustainability story. She would like to have a free workshop to train businesses and begin work on a new map. She'd like to only have eco certified businesses on the map. She'd like to connect businesses with a City program to become certified; it is free and she is willing to work with businesses to achieve this. Michelle told the group about a website that shows sustainable businesses globally; it shows 21 sustainable businesses in the District. www.sustainablelifestylemap.com. Michelle filed the grant report with Venture Portland, and it was sent to Nancy to file. The group loves the map. Roger commented that if we use the sustainability filter, ad sales would be limited. Roger asked if the online map could be modified to be more like the sustainability map. Roger is willing to add in the additional sustainable businesses in the entire District to the website; would the group like him to add that to the site? Carla & Hilda thought the membership would need to decide if this is feels okay to the membership at large. Roger suggested starting a website committee. Cassie suggested creating a tab for HACE (and list the businesses here), an events tab, etc. Hilda explained problem is lack of capacity to form an additional committee. Carla suggested a membership drive to bring in new members and involvement; new businesses are in the district and don't really understand what HBBA does. Don suggested a membership packet to go to new businesses with a brochure, membership letter and form and a welcome to the Blvd. ambassador for the Blvd. Carla suggested raising dues and asked when they were last raised. Roger asked if a group of people could be responsible for updating the information. The group wants a welcome package and will continue this discussion at the next meeting.

Annual Meeting

Michelle thought the group could use the Annual meeting as a way to recruit members and offer new members and businesses a reduced price on the event to become members. She suggested using the annual meeting as a platform to begin the conversation with other businesses by highlighting the different needs of the organization; ie: a Holiday Stroll booth, a street fair booth, a website booth, a HACE booth, etc. Brad offered to take the group through an organizational assessment in the next month or two; this would be at a time different than the board meeting. This will be discussed at the next meeting. Michelle will co-chair with Carla on the Annual meeting.

New Businesses

The Modern Man is open; men receive complimentary bourbon and a cigar when done. Monkey's Mantra is new on the Blvd. Olivia & Paula spoke about their new business Nourish Northwest. They provide cooking classes and nutrition counseling; they are partnering with other practitioners on classes; they offer yoga and other classes upstairs. They also offer a free class every month; their new student special is \$20, unlimited use for the first two weeks. Schedules are at their website nourishnorthwest.com and on their front door. Carla offered to have the group send their calendar to the list serve.

Presentation

Emily Liedel from Portland Polyglot Tours explained her desire to have a walking tour of Hawthorne. She hopes for a monthly tour that would extend from 50th to 10th. She envisions a tour for both residents and tourists for a 2 hour tour. She hopes to partner with the business association. HBBA could sponsor the tour &/or publicize the

event. Cost would be \$100 for a tour. It may be a benefit for increasing membership dues. Michelle offered to work with Emily on tours. Carla also suggested that Emily have a business sponsor the tour and Emily will stop by store. Emily wouldn't promise to bring folks to the store, but a special coupon for the sponsoring business would be good. HBBA will help Emily promote the tours and find sponsor businesses. She would like to begin tours in November or December. They will make sure Nancy gets Emily added to the list serve.

Liason Reports

Venture Portland

Michelle will be the HBBA representative at the Venture Portland Citywide Fundraiser event and some members are donating extra to the basket to show their support of HBBA even though they aren't dues paying members.

Sunnyside

Don reported that Sunnyside is putting up an emergency evacuation sign soon. The group is also discussing the former Big Daddy's site. Don also reported to the group that he is their liaison. Hilda asked about the development project near Rivermark that will be moving two old houses along the Blvd.

Unfinished Business

Cassie reported on the current grant that is due Friday. The grant is for an adopt a light pole project asking businesses to adopt light poles and keep them clean. Venture Portland suggested the group add an identity brand to the poles and the group is working on that, but guidelines are strict. This project must begin by the end of the year. She's trying to tie in HACE to the signs. Don reported that SOLV doesn't clean poles specifically, but they will provide materials for a community event. They could add that component to the grant. Once the grant is approved, the group can begin finding sponsors. The grant and budget are written; Cassie passed out the grant for everyone to review. She's concerned about the capacity to complete the project during the timeframe. Hilda suggested Judy, a citizen volunteer, will help and could possibly help co-chair the project. Cassie needs someone on the committee to help spearhead the project. Michelle motioned the organization put the grant off until Spring and use the extra time to flush out more about the grant and generate excitement for the project. Carla seconded the motion. Discussion continued. This could be a good topic for the annual meeting to generate excitement for the program. Cassie will email V. Portland today to let them know we are waiting until Spring. Motion passed.

HAND

Linda sent the following email: HAND will be meeting on the 3rd Tues (Oct 16th) as usual. We'll be focusing on the following items that could be of interest to the association:

Continue priority setting for the remainder of the year -- let us know if there are issues you'd like us to focus on
Redevelopment/demolition at the site near 26th & Hawthorne

New developments with no off street parking required -- along Division and elsewhere in the city

* the Planning and Sustainability Commission has a hearing scheduled for Nov 13th at 12:30 to hear a report on the parking study the City commissioned and to hear ideas on how to address community concerns about the off street parking issue

Central City 2035 Plan -- report from Troy Doss of the Planning Bureau

Comprehensive Plan Update -- a draft version of the plan is scheduled to appear in late Nov with community meetings to follow early in 2013.

Announcements

Don announced that CERT will be sponsoring a litter clean up. Don contacted Tri-met about closing the street for the fair. Fred Meyer wants information for HBBA describing the organization and events, etc. Carla will bring some Map Clicks maps to Fred Meyer. Don asked who the good neighbor agreement representative for the lower part of the Blvd and was told one was not needed on the lower end. Someone suggested adding a QR code for the HBBA website. Possibly create a postcard with the QR code on it.

Next meeting is Nov 14 at 8 am at Realty Trust.

Meeting adjourned at 10:16. nc

Minutes approved 11/14/12

Hawthorne Boulevard Business Association
Board Meeting - Wednesday, Nov. 14, 2012 - Fred Meyer

Board Members Present: Hilda Stevens, *Bazi*; Roger Jones, *Aetna Brokerage*; Carla Mink, *Mink*; Miranda Levin, *Memento*. **Excused:** Cassie Ridgeway, *Mag Big*, Kevin Caplener, *Realty Trust*; Michele Machado, *Portland Hawthorne Hostel*; Erin Greer, Crossroads Trading Co.; Jim Dee, Marketing. **Members:** Greg Moon, Western Seminary; Olivia Martino & Paula Jalin, *Nourish Northwest*; Liz Potter, *New Seasons Market*; Dean Forkner and Colin Bishop, *Fred Meyer*. **Liaisons:** Don Mack, *SNA Liason*; Linda Nettekovan, *HAND*. **Guests:** Emily Kitts and Stefani Jenness, *Alpha Broadcasting*. **Staff:** Nancy Chapin, TSG Services..

The Meeting was called to order at 8:20 by President Hilda Stevens. Introductions were made and the agenda was changed to add Board Recruitment under the Annual Meeting.

Minutes approved as presented.
Treasurer's report was presented.

Crime Prevention

There were about 150 police contacts made at the liquor establishments on the east end of Hawthorne. There is still concern about the shoplifting and the transient issues. Business people can contact Chief Reese and the Mayor regarding their concerns. There is always transient activity in front of Memento and nearby. Carla asks that businesses keep a log of incidents and send it to her to send it to the Chief and the Mayor. It is worse after dark.

Holiday Stroll

The wreaths will be ordered today. The HHS meeting is after this meeting.

HACE

Hilda presented to a PSU class. They were intrigued by the parking share concept. Linda is touring a composting facility to look at how to do it more effectively. HAND is working on the Welcome baskets and they are looking at having more sustainability information in the basket. The maps are out and people are picking them up. Ask Michele for copies.

Membership

Float is expanding but not finished yet. Good Dog Bad Dog will be in the Brunish bldg. at 40th. Palio has a food cart named Cave. New barber shop and new bakery at 46th. Fonzi closed, Carte Blanche is closed for the winter. Papa Peu will open soon. Imelda's has expanded. Want time next month to talk about a welcome basket.

Mixer

Suggested Dec 19th – 5:30 to 7pm at Realty Trust or maybe do it in the morning or maybe wait until January. Greg will check with Kevin.

Annual Meeting

Hilda met with Michele regarding the date for the Annual Meeting. Chose Thursday, Feb 28th, Auction? Silent or live? Hilda noted that it was really difficult getting items for the Venture Portland basket. She and Liz spent a lot of time getting it together. (Colin suggested a bottle drive as a possible fund-raiser.) Carla noted that we need more people on the Board. She asked each board member to recruit a person to the Board to either join now or in February at the Annual meeting. We need to check with Erin regarding her status. Nancy will get statistics to Hilda regarding event income, etc. What did the auction bring in? Michele will start the committee after the Holidays. Do we want to have a speaker, or tables to talk to people and recruit? What is a good topic for us? the new social media? What does HBBA want from the City/Mayor? HACE update. Emily and Stefani, Alpha Broadcasting, offered some auction items.
Roger, Greg and Dean will be the Nominating Committee. Roger will chair.

Membership

Is it easier to pay more in the beginning with your dues or to continue asking for sponsorships two or three times a year? We can ask the question on the membership form.

HAND

The emergency ordinance to save the historic house on Hawthorne at SE 26th comes up today. It is being moved.

The issue of new apartments and little housing was heard yesterday, but the business community was not at the table. It is not too late to send a comment to the planning commission regarding this issue. They don't know how they will tweak the policy rather than get rid of it.

Alpha Broadcasting

They are locally owned and have six stations: KINK; KUPL98.7; LIVE 95.5; 750, the game; KXL, 970. Scan, Shop and Win is an opportunity to get to know small shops. The Holiday Stroll might be good to use as a Brand early on. There will be about 1200 promotions of it. Could include info about Habitat for Humanity, too. They will use a QR code or a text code. Ten to twenty stores will be involved and there will be instant prizes and a \$5000.00 Grand Prize. They will have a holiday gift generator. The package is \$2500.00. Sellwood BA is helping sponsor their area. This worked well in Downtown Vancouver. Their stations reach over a million people a week.

Venture Portland

Michele Machado, Roger Jones, Michelle Bonnette and Nancy attended Celebrate the City. The HACE match of the Venture Portland grant was six times the \$6000.00 granted. The next meeting is Nov. 19th The word of mouth appreciation of Hawthorne was very valuable. Their advocacy issues are FOG, no parking required for apartment developments, and mismatched underlying zoning. Hilda wrote a letter regarding HBBA's concerns.

Sunnyside

No report other than Don handing out the SNA newsletter.

Other

The trash is still bad on Hawthorne. Add trash/clean-up to the agenda.

HBBA meetings are at Fred Meyer from now on. Thank you to Kevin and Realty Trust for hosting us for the past two years!

Next meeting is Dec. 12th at 8 am at Fred Meyer.

Meeting adjourned at 10:04. Nc

Approved 12/12/12

Hawthorne Boulevard Business Association
Board Meeting - Wednesday, Dec. 12, 2012 - Fred Meyer

Board Members Present: Hilda Stevens, *Bazi*; Roger Jones, *Aetna Brokerage*; Carla Mink, *Mink*; Miranda Levin, *Memento*; Cassie Ridgeway, *Mag Big*, Jim Dee, Marketing Portland. **Absent:** Kevin Caplener, *Realty Trust*; Michele Machado, *Portland Hawthorne Hostel*; Erin Greer, Crossroads Trading Co.; Michelle Bonnette, Key Bank. **Members:** Greg Moon, Western Seminary; Jan Smith, Presents of Mind; Liz Potter, *New Seasons Market*; Dean Forkner, *Fred Meyer*; *Wade Fairbanks and Karl Kapukol*, *Safeway*. **Liaisons:** Don Mack, *SNA*. **Staff:** Nancy Chapin, TSG Services.

The Meeting was called to order at 8:17 by President Hilda Stevens. Introductions were made and the agenda was changed to add wreath raffle.

Minutes approved as presented.

Treasurer's report was presented and we must develop a budget for 2013.

Crime Prevention

There are five African American teenagers going up and down the Blvd. stealing I-phones, cell phones, purses, computers and other things. If they come again, MagBig will try to lock them in. Cassie was cautioned to be careful. There is also a young sandy-haired man wandering around, hanging out, too.

Membership Report

The new bakery on 51st is open. Getting a new member packet will be good. Should the dues be raised? Not now – a committee should be formed to look at raising them next year. The dues statement will be mailed out next week to the entire list. Then in March it will be sent out again and between March and May Board members will visit businesses that haven't become dues-paying members yet. The website still needs a manager. At the February meeting we will choose who will visit whom.

Annual Meeting

It is now scheduled for March 7th at Madison's. We will skip the auction this year.

The Nominating Committee has met and ascertained that most current Board members would like to run again. The Board can have up to 13 members and the committee looked at several factors to decide on new Board member candidates. Location, size and type of business are the main criteria. CPA, attorney, landlord are also examples. An important aspect is to be honest about the time commitment.

Networking

A date in January will be picked for the one at Realty Trust.

Holiday Stroll

Some of the retailers did not do as well this year. There was some concern about the entertainment being upstairs at Fred Meyer and whether some people only went to the Fred Meyer parking lot and not onto the Street. The Gift Guides went fast but there weren't enough of them and they could have been out earlier. Is the event tent important? Little Boxes Day on Black Friday generated a lot of business. The scanning mechanism from the Alpha Broadcasting wasn't used much. Maybe we need to do something else like the horse-drawn carriage that Sellwood has. The event is branding and helps the Blvd. We have too many facebook pages. Let's focus on the thinkhawthorne facebook page and send each of the others to that site. Carla and Hilda will work on it. Twitter and facebook need to be linked to the website.

Venture Portland

They attended our stroll and liked the Gift Guide. Their next meeting is January 14th.

HACE

Michele has sent a Draft 2013 work plan with Roger and Hilda will forward it to the Board. It is important that the other neighborhood associations and business districts feel involved in the HACE project and changing the concept to Sustainable Southeast is important. Funds that are available need to be allocated for 2013. The boundaries start two blocks north of SE Powell to Stark and the river to 55th.

HAND is having a potluck in December and we are invited.

Sunnyside NA is also having a potluck tomorrow at SE Uplift.

Fund-raising

Carla suggested that we get several of the restaurants to assign a percentage of their day's till to HBBA. If someone could take that on, it could be worth it to the business, too.

Membership

Is it easier to pay more in the beginning with your dues or to continue asking for sponsorships two or three times a year? We will ask the question on the membership form

Announcements

Mink will have a Weston Wear Trunk Show the last Saturday in January.

Mag Big will be having a Lingerie Show on February 7th.

Welcome to Safeway staff.

Oregon State game on Dec. 29th at Bazi and Jan 3rd for Oregon. A Belgium brewery is doing liquor tastings on Jan 17th 6-9.

Fred Meyer wreaths were distributed. Thank you notes were written/signed for the entertainment at the Stroll.

Meeting adjourned at 9:45. Nc

Minutes approved: 1/9/13