

# W.C.B.A. BOARD MEETING

Wednesday afternoon, November 14, 2018

Woodstock Wine and Deli, S.E. 41st and Woodstock Boulevard, 5:30 p.m.

[www.WoodstockBiz.com](http://www.WoodstockBiz.com)

PRESENT: Thad Davis, Payroll On Time, Inc.

Elisa Edgington, VCA Woodstock Animal Hospital

Eric Norberg, *THE BEE*, 503/232-2326, [readthebee@myexcel.com](mailto:readthebee@myexcel.com)

Stacey Lennon, Pamplin Media Group

Amanda Erickson, Woodstock Farmers Market

Ann Sanderson, Odango! Hair Studio [*and*] FotoSnap

Peggy McCafferty, New Seasons/Woodstock Farmers Market

Chris Love, John L. Scott Real Estate

Deb Barnum, Key Bank

Dennis Breslin, Healthy Pets NW

Donna Trilli, Healthy Pets NW

For the fourth monthly Board Meeting at our new location, time, and day, as chosen by the Board at our July meeting – Woodstock Wine and Deli, 5:30-6:30 p.m., on the ***second Wednesday afternoon*** of each month – President Thad Davis called the meeting to order at 5:32 p.m., and determined that the WCBA ByLaws' requirements for a quorum had been met, so he requested the Board review and consider for approval the September and October minutes. Stacey Lennon moved both sets of minutes be accepted as submitted, and Elisa Edgington seconded the motion, which carried unanimously.

President Thad observed that planning needs to get underway for WCBA's Annual Meeting, which is expected to take place in February. We need a planning committee; Stacey Lennon and Deb Barnum volunteered for it. Deb confirmed that the meeting can again be held at the Woodstock Key Bank branch. Joining the committee were Christopher Love, Elisa Edgington, and Susan Williams. Ann Sanderson advised that we should double-check our ByLaws to make sure that having the Annual Meeting as late as February is allowed.

With Ann Sanderson present, President Thad said perhaps it was time to begin talking about our annual business district promotion, "Woodstock Gives Back", in 2019. Ann said she is still waiting for statistics from nine participating businesses from last September's promotion, but those who have reported so far have had success stories related to "Woodstock Gives Back". The key rings containing business cards, which functioned as "passport" book proxies for customers entering our drawings, were a success. Ann told the Board that she no longer wants to Chair the promotion she originally devised, but she would certainly be happy to help with it. Thad responded, addressing the Board: "We don't need a Chair today, but be thinking – we need a Chair for this." Stacey said she, too, would be happy to help with 2019's "Woodstock Gives Back", but not Chair it. The promotion takes place on the second Sunday of September, which would make it September 8th in 2019.

President Thad announced that we did get the \$10,000 "community improvement" grant we applied for from Venture Portland, but now we do need to raise a matching \$10,000 in order to use it, and it must all be in cash, and none of it in-kind. He added that the Stakeholders

group is willing to help us reach this match. The grant was made for our proposal to turn corners of parking lots in the business district into “pocket parks” – with the permission and approval of the property owners, of course. Angie Even of the “Woodstock Stakeholders” was instrumental in preparing our successful grant application. For the match, Ann Sanderson suggested “sponsorships” be sold to businesses adjacent to the “pocket park” improvements. But, she asked, “Whose insurance covers this [project]?” It was suggested that the Woodstock Neighborhood Association may be able to help with that. A committee was formed to move forward with this project, with Thad, Elisa, Gene Dieringer, and Angie Even initially appointed to it; Chris Love said he, too, is willing to help. Amanda Erickson would also like to consider participating.

Thad presented Cory Hansen’s monthly Treasurer’s Report, and the Board accepted it with gratitude. Peggy McCafferty offered to be an “assistant treasurer” for Cory if needed, since his new responsibilities make it very hard for him to attend our meetings – although he has made it clear he is happy to continue to do the books for us, which we are more than happy to have him do. She could be available if he is on vacation, for example. But the Board feels Cory should first decide whether such assistance would be helpful for him or not. Ann Sanderson made a motion that Peggy be designated “assistant treasurer” for WCBA, contingent on Cory accepting an assistant. Elisa Edgington seconded the motion, which carried with one abstention.

Amanda Erickson reported for the Woodstock Farmers Market: The last market of the year is days away – the “Thanksgiving Holiday Market”, this Sunday. The Market needs another Board member, since one is leaving. The Market’s annual fundraising drive kicks off soon.

No WNA information was presented; and nobody was present from BDNA.

There being no other business on the agenda or offered from the floor, President Thad Davis declared the meeting adjourned at 6:21 p.m.