

W.C.B.A. BOARD MEETING

Tuesday morning, September 12, 2017

Woodstock Branch Library, S.E. 49th and Woodstock Boulevard, 9:30 am

www.WoodstockBiz.com

PRESENT: Thad Davis, Payroll On Time

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

Eric Norberg, *THE BEE*, 503/232-2326, readthebee@myexcel.com

Nancy Chapin, TSG Services

Susan Williams, KeyBank

Angie Even, Woodstock Stakeholders

Elisa Edgington, WNA/VCA Woodstock

Cory Hansen, City Sanitary

Becky Luening, Word Rhythm [*and*] WNA

Marah Anderson, New Seasons Market

Carol Uhte, Woodstock Library

Amanda Erickson, W.F.M. [*and*] PDX Additons

President Thad Davis called the meeting to order at 9:34 a.m., and invited self-introductions around the room. He then asked for a review of the August 8 Board Meeting minutes, after which Cory Hansen moved they be approved as submitted, Elisa Edgington seconded the motion, and the motion carried with one abstention.

Thad announced that Marah Anderson had requested a letter of sympathy and encouragement be sent from WCBA to City Commissioner Fish, who is struggling with cancer. There being no objection to such a letter from members of the Board, he said he would write and send the letter.

President Thad then asked the Board if it wants to support the work of a group called “Save Our Buildings”, which opposes mandatory earthquake retrofitting of older buildings which currently meet code, are not worth the cost of retrofitting, and which would require vacating the buildings for a year. Angie Even was present to explain the problem on behalf of the Woodstock Stakeholders Group – as was Board member and business district advocate, Nancy Chapin.

The issue is that the City of Portland considers that all buildings need retrofitting, unless proven otherwise; that would require extensively opening walls of all buildings for inspection on an individual basis. “It’s a building problem, a money problem, and a people problem.”

Thad moved, and Elisa seconded, that WCBA write a letter of support for this organization and its position, and Thad will write and send the letter.

President Thad then began discussion of the previous Sunday’s “Woodstock Gives Back” promotion, joined by Ann Sanderson. The reports from merchants seemed positive; the promotion is inexpensive to run. WCBA spent \$30 on Facebook ads for it; and *THE BEE* donated a \$1,600 full color, full page ad for it, which reached an estimated 45,000 people. Thad went around collecting from merchants completed “Passports” for the forthcoming prize drawing.

Next was a Woodstock Stakeholders report from Angie Even. The group plans to provide more street trashcans (artistically decorated) and more street murals. The decorated street trashcans will be self-financed this year; the group is saving grant opportunities for the wall murals. Angie expressed much appreciation for Cory Hansen and City Sanitary for their assistance with the trash can project.

Cory Hansen then passed out his monthly financial report. Our annual budget year starts October 1; he discussed the figures on the tentative budget in detail – a result of the deliberations of our Finance Committee. We spend 98% of our dues income; he suggested we may want to prioritize our expenses in order to have more left at the end of the year. The question was raised, should we charge for our Annual Meeting and dinner? Nancy Chapin said that the Hawthorne Business District charges \$25 a head for theirs and always draws 70 attendees or more. Ann Sanderson argued that we get maximum attendance and participation if we don't charge. Eric commented that he saw no reason it could not be a WCBA fundraiser of some sort. Maybe businesses that donate food should get a free pass to a dinner meeting that others are charged for, suggested Elisa. Angie suggested that local businesses could be asked to step up as paying sponsors of the dinner meeting. There was some additional discussion of other items in the proposed budget; Cory will return with the proposed final budget for a Board vote in our October meeting.

President Thad told the Board that social media and the look of Woodstock Boulevard are priorities, and we can partner with the Stakeholders group on street branding. Updating our online presence is important too, he added. Elisa and Angie are interested in participating in these priorities, as is Amanda Erickson. Angie said, for funding, WCBA needs to target specific businesses for specific sums for special purposes; many have budgets for such small grants, and we are leaving money on the table if we do not go for it.

Reporting for the Woodstock Farmers Market this month was its Board Member Amanda Erickson. She observed that the Market is doing similarly well as it did last year, but up a little – and planning is underway for its first (hopefully, annual) Oktoberfest, in cooperation with the scheduled Woodstock Elementary School “Applefest” across the street on the same date.

Reporting for the Woodstock Neighborhood Association this month was Becky Luening. She said this month's Red Cross Disaster Preparation presentation was well attended.

There being no other business remaining on the agenda or offered from the floor, President Thad Davis announced the meeting as adjourned, at 10:44 a.m.