

W. C. B. A. BOARD MEETING
Tuesday morning, April 12, 2011
Woodstock Branch Library, S.E. 49th and Woodstock, 9:30 am

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PRESENT: Lori Boisen, Advertising in the Bag, 503/760-7968
Sean Daugherty, Papaccino's Coffee Shop, 503/334-6034
Gene Dieringer, Dieringer Properties, 503/659-1402
Jeff Barger, Key Bank, 503/772-5507
Eric Norberg, THE BEE, 503/232-2326
Jennifer Poirier, Mickey Finn's, 503/753-5856
Carol L. Uhte, Woodstock Library, 503/988-5399
Terry Griffiths, Woodstock Neighborhood Assn, 503/771-0011
Nancy Chapin, The Support Group (TSG), 503/774-2832
Kristin Schuchman, Mixed Media, 503/754-2636
Patrick Monihan, Mike's Auto Parts, 503/781-8350
Ben Schonman, Schonman Signs, 503/775-8300
Kristin Teigen, resident, knteig@comcast.net
Gary Russell, GoSmallBiz.com, 503/519-3592
Sarah Figliozzi, PBOT, sarah.figliozzi@portlandoregon.gov
Teeneke Barresi, East Portland C of C, 503/788-8589
Donald Kotier, Toast restaurant, 503/774-1020
Levi Hicks, HopeCity Church, 425/213-4389
Brian Becker, HopeCity Church, 503/927-1199

President Lori Boisen called the meeting to order at 9:34 am. She began by inviting introductions from among those present around the room -- with thanks to Carol Uhte and the Woodstock Branch Library for hosting the meeting, in our new "permanent" Board meeting location; and with thanks also to Papaccino's for providing coffee.

She asked those present to read the minutes of the March Board Meeting and offer any corrections or omissions. None being offered, she announced the minutes approved as submitted.

Lori said that she had attended an APNBA clinic on "best practices for membership development"; we have a \$2,000 grant for this very purpose. She also reported that we are looking into adding to our insurance coverage the flower pots, and median plantings and signs, for which we have responsibility.

Lori announced that the APNBA Annual Meeting will be on Monday, April 25th, at Will's Restaurant. Nancy Chapin moved, and Eric Norberg seconded, that WCBA pay the \$25 fee for Lori to attend; the motion carried unanimously. Anyone else may pay and attend as they wish. Lori said that APNBA has adopted new bylaws, and also will be renamed -- but "the name is not ready to announce". Two business-training sessions are upcoming on April 29 and May 9. The "82nd Avenue of Roses Parade" is April 30th, 10 am, starting at Eastport Plaza and heading north for two miles.

Carnival Days will follow the parade, at Eastport Plaza. WCBA is invited to participate in the parade; Eric Norberg moved that WCBA pay the approximately \$100 cost of creating a WCBA banner appropriate to carrying in a parade. Gene Dieringer seconded the motion, and it carried unanimously.

Sarah Figliozzi of PDOT was present to update WCBA on the "NE/SE 50's Bikeway Project", which will provide a direct bicycle route from near Sandy Boulevard in the Hollywood district south to Woodstock and Brentwood-Darlington. 150 people attended the PDOT open house on this at Our Lady of Sorrows recently; Sarah distributed a map of the proposed route, which would actually split into two routes between Woodward and Woodstock Boulevard. In that section, the main route would be along S.E. 52nd, but an "alternate quiet residential route" would parallel it to the east, starting at 54th and Woodward, and ending at 57nd at Woodstock Boulevard. Two sections with traffic-calming are contemplated, due to cut-through traffic concerns. A second open house is planned, with hope for adoption of a plan as early as July. There followed a discussion of aspects of the proposals by those attending the meeting today. Sarah mentioned she would like WCBA's endorsement of the plan. No action was taken.

A woman identifying herself as Kristin Teigen, a Portland resident, was present to advocate for both the renewal of the PPS levy and also the school reconstruction bond issue, both on the May ballot. She offered literature on both measures. Her children attend Winterhaven School in the Brooklyn neighborhood.

Sean Daugherty next discussed the WCBA membership survey he had constructed, spurred by considerations relevant to our membership drive. With it he proposes to reassess WCBA goals and purposes using the input of local businesses.

Jennifer Poirer made her Treasurer's report: We have \$5,625.00 in our new Key Bank money market account, and \$250.00 in our new Key Bank checking account. We also have \$776.05 in our savings account at Wells Fargo, and \$199.97 in our Wells Fargo checking account.

Kristin Schuchman made her WCBA Manager's report: She has sent letters to businesses regarding our Greening Fund to maintain the Woodstock Boulevard plantings and medians. We have received \$3,644.90 for the fund so far, with another \$750 pledged but not yet received. Gene Dieringer offered information about the Greening Fund's work. Kristin also mentioned that, in her work for the separate organization operating the new Woodstock Farmers Market, she is currently seeking sponsors.

Terry Griffiths reported for the Woodstock Neighborhood Association in the absence of Tom Vice: May brings the annual WNA Board election, and there are several openings, including

Chair and Vice Chair. The Movie in the Park at Woodstock Park on August 18th -- the first such there has been at Woodstock Park -- is "Toy Story 3", with live entertainment accompanying it by "The Working Stiffs".

She added that there will be a plant sale on May 7th to help fund the Woodstock Community Center custodial costs, and she reminded us that the Woodstock Easter Egg Hunt that the WCBA is co-sponsoring will take place on August 23rd at Mt. Scott Park, in partnership with the Mt. Scott neighborhood this year. Those interested in helping assemble the plastic eggs for this event will be welcome April 18th at 7 pm at Papaccino's Coffee Shop.

The WNA Land Use Committee will hold a forum April 21, 7 pm, at the Woodstock Community Center, and among the items on the agenda is the new 7-Eleven store under construction at S.E. 52nd and Woodstock Boulevard.

Sean Daugherty, who in addition to being co-Vice-President of WCBA is also President of the separate and independent Woodstock Farmers Market organization, reminded those present that the market will open on Sunday mornings starting on June 26, and he remarked that some of the electric power used at the market will be "sustainable".

He said he has invited the Mayor and various public officials to attend the grand opening of the market. There will be 40 vendors per week -- "full capacity" -- at the market's location on the Key Bank parking lot.

The market is "well funded, as of now", he said. Kristin Schuchman added that studies show that farmers markets can increase traffic to adjacent businesses by 60%.

President Boisen brought up the WCBA membership drive -- "we will have block captains; and we are asking Board members to get at least one new paid WCBA member". Eric Norberg brought in one new paid member at that point and presented the dues check.

With no more business scheduled or offered, Lori Boisen declared the meeting adjourned at 10:45 am. The next meeting will be Tuesday morning, May 10, again in the Woodstock Library meeting room, at 9:30 am.