

W.C.B.A. BOARD MEETING

Tuesday morning, May 8, 2018

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

www.WoodstockBiz.com

PRESENT: Thad Davis, Payroll On Time, Inc.

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

Debra Barnum, KeyBank

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

Larry Peters, The Portland Tribune

Cory Hansen, City Sanitary Service

Shane Jorgensen, City Sanitary Service

Kyleigh Gill, Advantis Credit Union

Amanda Erickson, Woodstock Farmers Mkt & PDX Additions, LLC

Stephenie Frederick, Brentwood-Darlington Neighborhood Association

President Thad Davis called the meeting to order at 9:35 a.m. Thad asked that the Board Members present review the minutes of the April 10 Board Meeting, and Cory Hansen moved they be approved as submitted; Ann Sanderson seconded the motion, which carried unanimously.

Cory Hansen reported on our current bank balance: \$8,005.40 – that’s with our annual Venture Portland dues paid, our Board liability insurance paid, and with the two donations approved at the last meeting paid.

Ann Sanderson next spoke about current plans for “Woodstock Gives Back”, our annual business district promotion, this year. She pointed out it is “an impactful and inexpensive promotion”, on the second Sunday of September each year; it was founded by WCBA four years ago [by Ann, when she was President]. She asked Eric Norberg if he is willing to donate another BEE full-page color ad for this event, and he said “we usually do.” Ann wants the merchant participation agreement to be more of a contract, to enforce meeting deadlines and participation requirements. She said she wants Board approval to spend \$3,000 on putting this charity-oriented business promotion on this year, inferring that if we approve it, we will make it back. She wants to increase marketing for the event to draw larger crowds from further away. She then made a motion that we fund the promotion to the \$3,000 level, although obtaining sponsors for it could ultimately reduce our costs.

No second was offered to the motion at this time, so she withdrew the motion for further discussion. President Thad Davis said that he hopes we *can* fund the promotion through sponsorships. Ann then went on to outline her promotional thoughts for the event, and again argued for the expenditure. Thad commented, “We need a committee, to pull it off,” and added that if we want to have a Beer Garden this year, Proper Pint is interested in participating in it. Ann then repeated her motion. This time Debra Barnum of KeyBank seconded it, and the motion carried with one abstention.

Next to report was Amanda Erickson, representing the Woodstock Farmers Market.

“Happy Hour Vendors and Volunteers Night” is coming up Tuesday, May 15, 5-7 p.m., at

Woodstock Wine and Deli. All are welcome. And the market is launching a “GoFundMe” page to benefit its SNAP program.

Again this month nobody was present to report for the Woodstock Neighborhood Association; but Stephenie Frederick was present to report for the Brentwood Darlington Neighborhood Association, and she did so. Its recent Neighborhood Cleanup (which was open, as well, to Woodstock residents) was a big success. BDNA had problems with Flannery’s Hauling, which did not return calls in the initial hauler contact phase – but, after a contractor had responded and had been selected and signed, Flannery’s showed up at the event loudly expressing aggravation that another contractor was present – and voicing what some interpreted as threats, in front of the residents who had arrived for the cleanup – before the hauler eventually departed. She wanted WCBA to be aware of this potential problem, for future reference.

Before the meeting ended, Eric Norberg pointed out that the Portland Bureau of Development Services has just advised all the city’s businesses that, due to coming changes in the city zoning codes in business districts, there are going to be changes to the sign codes in some of the districts, which may make existing signs nonconforming. Those will be grandfathered; but these signs will lose that status if ***any modification whatever*** is made to the sign – even simply changing the size of the light bulbs used in it would do that. At that point, the sign would be required to come into compliance. Businesses should investigate whether the zone they are in will change, and if so, whether there will be any change in the applicable sign code, and make plans accordingly.

There being no other business, President Thad Davis, with thanks to the Woodstock Branch Library for continuing to provide the venue for the monthly WCBA meeting, declared the May meeting adjourned at 10:22 a.m.