

SMILE Board Meeting Minutes

August 16, 2016

SMILE Station

Website

www.SellwoodMoreland.org

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Procedural

www.SMILErecords.org

OFFICERS PRESENT: Gail Hoffnagle, Vice President; Pat Hainley, Treasurer; Eric Norberg, Secretary

BOARD MEMBERS PRESENT: Kevin Palmer, Elizabeth Milner, Bob Burkholder, Brian Bawol, Timothy DuBois

Vice President Gail Hoffnagle called the meeting to order at 7:35 p.m., asking the members of the Board, and the meeting's guests in the room, for personal greetings, with mention of notable events of their summer so far.

With a quorum present, she next asked the Board to review the minutes of the June 28 Special Board Meeting. Bob Burkholder made a motion that the minutes be approved as submitted, and Kevin Palmer seconded; the motion carried with one abstention. Hoffnagle then asked the Board to review the minutes of the July 19 Board Meeting. Kevin Palmer moved these minutes be approved as submitted, and Bob Burkholder seconded; that motion carried unanimously.

Gail Hoffnagle began the meeting by asking the current Chair of the ad-hoc SMILE Sundae in the Park Committee to report on the 38th annual event, on August 6 in Sellwood Park. Nancy remarked that the day had had great weather, and went well overall; and the only real issue was that, for some reason, the Meals On Wheels People did not bring enough food for their food concession, so they ran out of food and beverages and closed down at 2 p.m., leaving the ice cream sundaes being served by the Southeast Portland Rotary Club as the only food available for the rest of the afternoon. That, she suspects, discouraged some attendees from remaining for the whole afternoon. She said there would be a conversation with the Thelma Skelton Center about this problem. Otherwise, it was a great day in the park. After it was over, Dana Beck – who is retiring from the USPS and will move to the coast – retired also as talent manager and emcee for Sundae in the Park; he will be missed. The committee will meet on September 13 for an overall postmortem on this year's event.

Kevin Palmer was on the agenda to discuss his efforts to fine-tune the new Oaks Pioneer Church website set up by Tim DuBois. He has “improved SEO [search engine optimization]”, registered the church as a business with Google, and has met with Lori Fyre to make it work better for her – and the next changes on the site are anticipated to be made to help Lori. He would like a small budget for search engine advertising; he will do a study and come back with a proposed budget. He answered many questions from the Board about his findings, and other details of the website and church reservation system.

Kevin Palmer then moved on to his other agenda item – assisting with the “bricks project” proposed by President Joel Leib. He has met with Joel, and will register a domain for a new webpage for sale of individual bricks on the new pathway in front of SMILE Station to donors. He observed that he will need a Square account for credit card purchases by donors. Kim Borcharding is doing work and photography on this project.

The meeting ended with a general discussion about locations around the neighborhood where Board Members might like to see a new community garden.

There being no other business on the agenda or offered from the floor, Vice President Gail Hoffnagle declared the meeting adjourned at 8:36 p.m.