

SMILE Board Meeting Minutes

September 20, 2017

SMILE Station

Website

www.SellwoodMoreland.org

<<>>

Procedural

www.SMILErecords.org

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

BOARD MEMBERS PRESENT: Miriam Erb, Elizabeth Milner, Bob Burkholder, Elaine O’Keefe, Kim Borcharding, Brian Bawol, Timothy DuBois

President Joel Leib called the meeting to order at 7:35 p.m., asking those present to introduce themselves, around the room. He then asked the Board to review the minutes of the August 16 Board Meeting. Pat Hainley moved the minutes be approved as submitted, and Miriam Erb seconded; the motion carried unanimously.

Past President Corrine Stefanick was present to alert the Board to a “questionable tree” which she believes may well be posing a danger to Oaks Pioneer Church. She met with Parks Department personnel at the church about it, but they consider the tree healthy and are unwilling to remove it – but they did say they were willing to trim it. However, she and Nancy Walsh have heard nothing further about it in the past three quarters of a year. Now, the Urban Foresters have told her – when she inquired – that they actually did trim the tree; but there seems to be little visible evidence of that, and Urban Forestry has told her they don’t want to be bothered any further about this tree. The tree is against the building, and is still growing, threatening the integrity of the building; leaks could develop from the external stress which could damage the interior, and endanger our revenue stream from renting the church for weddings, events, and occasions.

Pat Hainley pointed out that, by our agreement with the Parks Department, all maintenance exterior to the church is the sole responsibility of Parks (SMILE is responsible for all interior maintenance), and he pointed out that there are actually two **dead** trees in the vicinity, as well as trees up in the high-tension power lines, which Parks is doing nothing about. Members of the Board expressed concern about the situation. Elaine O’Keefe suggested giving written notice of the hazard to the Parks Department. President Leib said he is willing to write such a letter, putting the city on notice of our concern, and asking for a meeting about it. Gail Hoffnagle moved that such a letter be written and sent to Commissioner Amanda Fritz and to Parks Department Director Abbaté, with copies to others in the city relevant to the notification. Elaine O’Keefe seconded the motion, which then passed unanimously.

Kristin Eberlin, current Chair of the Board of the nonprofit Moreland Farmers Market, was present to discuss the issue of the popular market needing a new location by next season. SMILE assisted launching the market some years ago. The Portland Memorial parking lot,

its current location, has been sold, and they cannot use it after the end of this season. The Parks Department has been uncooperative so far about potentially moving the market to the south end of Westmoreland Park, and the market's Board is now examining other ideas, such as closing S.E. Tenino Street between 13th and 15th every Wednesday from 2 to 7 p.m. during the market season, and offering it there – also making use of the SMILE north parking lot for vendors, and the SMILE lawn for chairs for visitors (and with SMILE bathrooms possibly made available for them as well).

Elaine O'Keefe stated worry about wear and damage on the SMILE building and grounds arising from such use, which would affect our rental income; and of course there could be problems accommodating meetings at SMILE Station during the time the market is in session. (Vendors arrive to set up two hours before the market opens, and take an hour to an hour and a half to tear down afterward.) Gail Hoffnagle also said she was concerned about these things; and Emily Pinkstaff, former President of the Sellwood Westmoreland Business Alliance and New Seasons Market employee, who was present, pointed out that in addition to parking by Tenino Street residents, New Seasons' employees commonly park there, and all these cars would have to be removed each week to make way for the market.

Eberlin said the Tenino/SMILE location was one of the “top three” sites for the market, in the view of the Board; although all other options are still being explored. She was assured the SMILE Board is supportive of the market and its location problem, and would like to help if it would not be obstructive to what SMILE offers the community, or raises its costs, or diminishes its rental revenue. Tim DuBois remarked that if the Moreland Farmers Market can't find any other location at all to continue its service to the community, “SMILE will surely find a way to make it work here.”

Nancy Walsh, Chair of the SMILE Station Committee (and two other committees), said that, for her, the ideal location for the market might be on the church parking lot on S.E. Bidwell Street between 17th and Milwaukie Avenue – and Eberlin agreed that that was another of the “top three” locations on their wish list. No decisions were made at this time, but “the conversation will continue,” promised President Leib.

Board Member Kim Borcharding was next on the agenda, as Chair of our ad-hoc Fund Raising Committee – to present with a PowerPoint presentation and computer projections from the Internet her proposed promotion of our “Buy a Brick” fundraiser, referencing the bricks on our new front lawn path. Board Member Kevin Palmer is building a website to offer these bricks for “sale” online, and it will be live by the time the article about the fundraiser (and the site's URL) appears in the October BEE. The October issue will be mailed this coming Monday, Eric pointed out.

Kim said, however, that she plans to promote heavily mostly using social media. She offered extensive examples of how she, herself, successfully uses social media to promote her real estate business – through both free and paid use. She showed online posts she has made, including videos she'd made on her phone. She has proposed a promotional budget for this, which she set at \$1,603. There was no apparent action on this request at this time. Eric Norberg wrote a check for a brick, however, and gave it to Pat Hainley.

The last presentation of the evening was from Board Member Elaine O'Keefe, who had

been asked by President Leib to research and present a proposal for a possible part-time employee to market the Oaks Pioneer Church, and potentially also SMILE Station. She included proposals to automate booking procedures, produce management reports for the Board, and “modernize our facilities and overall operation”. The part-time employee would be tasked for ten to twenty hours a week of work, and she suggested a rate of \$25 per hour. This person could “work remotely” via the Internet; no need to put in time at SMILE Station – and could either be an employee or a contractor. We would need to set a time frame for evaluation of this person’s work, since the result will not be evident immediately.

Kim Borcharding said she would be willing to try to grow the community’s use of SMILE Station; Elaine welcomed the offer, but said the employee she was describing would be mainly concentrating on increasing rentals at Oaks Pioneer Church initially. Gail Hoffnagle raised the question about how such an aggressive rental promotion strategy relates to our mission as a neighborhood association. Considerable discussion ensued. Elaine eventually remarked that the individual she would be inclined to recommend for this part-time position would be Emily Pinkstaff.

No decisions were made at this meeting, since Board Members seemed in agreement that there were many considerations to take into account in defining such a potential role and funding it, but President Joel Leib said that we should come to a decision sooner rather than later, and he would like to concentrate on this subject in our October Board Meeting.

At that, Tim DuBois moved that the meeting be adjourned, and Bob Burkholder seconded the motion, which then passed unanimously at 9:31 p.m.