

“SMILE Special Board Meeting” Minutes

December 18, 2017

SMILE Station

Main Website

www.SellwoodMoreland.org

Procedural

www.SMILErecords.org

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

BOARD MEMBERS PRESENT: Elizabeth Milner, Elaine O’Keefe, Miriam Erb, Kim Borcharding, Brian Bawol, Kevin Palmer

This Special Board Meeting was called for 5 to 7 p.m., in accordance with the requirements of the SMILE Bylaws, publicly announced and open to the public, with the sole agenda item of a discussion of the nature and extent of future stewardship of SMILE Station and the Oaks Pioneer Church.

President Joel Leib called the meeting to order at 5:05 p.m., observing for the record that the meeting was for the SMILE Board to try “to figure out how to handle the church and SMILE Station.” Vice President Gail Hoffnagle began the discussion by saying that the Board should not go overboard – we want to increase service to the neighborhood. Miriam Erb said that she is sensitive to the history of both buildings for the community. Both she and Gail agreed that we appreciate that we have Board Members with computer skills to enhance the operation of both, and that we should take advantage of that.

Kevin Palmer, one of the two Board members with such skills, then said that he looks to quantify the results of digital outreach, to guide future marketing efforts for both facilities. Gail ventured that we should do what we can do first before adding an additional employee (taking “baby steps”). Elaine O’Keefe responded that we may already be “almost there” in needing an added part time employee devoted to marketing the two facilities, and Kim Borcharding agreed.

Kevin discussed problems we can address now, with the resources we already have. “We need to put a plan together, and do it in phases,” he said.

Elaine suggested that step one is to improve marketing Oaks Pioneer Church – we don’t own that, she pointed out, “and that is our cash cow.” Brian Bawol suggested hiring a business consultant to help us figure out what we should do.

A member of the public present, Ed Nunez, spoke up “as one who had rented both facilities” (he got married at Oaks Pioneer Church, and recently rented SMILE Station for a family get-together), and thinks SMILE Station is an obvious place for apartment renters – who have no space at home to do it – to entertain. Kim Borcharding agreed that something she wants to see is more community use of SMILE Station. She proposed to the Board polling the neighborhood about knowledge of and interest in SMILE. Gail Hoffnagle pointed out that SMILE had already done a very extensive survey with a large sample size

within the last two years, which included such questions, and the detailed results are posted online via both SMILE websites, and have been mentioned with links to the data for many months in the monthly SMILE newsletter in THE BEE.

Both Elaine and Gail then remarked that the logical starting point for what we want to do with these two facilities would be to pin down “what our goals are as an organization.”

Kevin Palmer returned to the subject of the planning phases he had started to discuss earlier in the meeting. He proposed to focus on Oaks Pioneer Church initially – fixing things on the website, setting up tracking procedures for everything, and placing a small ad with Google AdWords; perhaps streamlining booking policies – and only after that to think about bringing in a marketing part-timer to implement further. He told the Board he would soon send all Board Members an updated version of his “phases” proposal.

What then followed was further general discussion about the making of money with our operation of the church, and possible upgrades for SMILE Station. Kim Borcharding volunteered to arrange for a designer of her acquaintance to make suggestions about improving SMILE Station’s interior. Nancy Walsh, Chair of the SMILE Church Committee, who was also present, pointed out that some of the current features Kim criticizes (low acoustic ceiling, carpet on the floor instead of wood flooring) serve the important purpose of providing good acoustics, and keeping ambient noise down at meetings.

There was some further discussion on the pros and cons of hiring a part-time employee to implement marketing. Rachel Ginocchio, who does such contracting for the Sellwood Westmoreland Business Alliance (newly renamed SMBA), was mentioned as a possible candidate with a good track record for such assistance. Kim said she would inquire about Rachel’s availability and fees.

The meeting concluded with Kim Borcharding recalling the successful public SMILE Station Open House last January, conceived of and run by former SMILE President Corinne Stefanick; and she expressed interest in herself organizing another one this winter or spring.

There being no further business offered from the Board, President Joel Leib declared the meeting adjourned at 6:50 p.m., adding that in a few months another follow-up Special Board Meeting on the same subject might be appropriate.