

SMILE General Public Meeting minutes

March 7, 2018

SMILE Station

Main 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: Kevin Palmer; Bob Burkholder; Kim Borcharding; Elaine O’Keefe; Brian Bawol; Miriam Erb; Elizabeth Milner

President Joel Leib called the meeting to order at 7:33 p.m., and began by asking those present to introduce themselves, around the room. Leib observed that a quorum was present, and asked that the SMILE members present review the minutes of the February 7 General Meeting. One typographical error was found and reported. Then Bob Burkholder moved that the minutes be approved as amended, Nancy Swanson seconded the motion, and the motion carried unanimously.

First on the agenda was a discussion led by President Leib of the upcoming annual Board and Officers Election at the SMILE May General Meeting. We need to appoint a Nominating Committee to develop a slate for the neighborhood to vote on at that meeting; and per the SMILE Bylaws the committee needs to be composed of three Board members plus two SMILE members from the neighborhood who are not on the Board. Four one-year Officer positions will be open, and four of the eight Board Member At Large seats will be open. Some of those currently holding these positions may be planning to run for re-election, but competition for these seats is nonetheless encouraged. Per our Bylaws, we need to announce the Nominating Committee members (it appeared that five suitable members were already volunteering at this meeting), and open the nominating process, at the next SMILE General Meeting on April 4. As usual, nominations will also be welcome from the floor at the May 2 General Meeting before the elections take place.

Next to speak was Board Member Kim Borcharding, who is spearheading the marketing of the bricks being “sold” for personal engraving in the new brick pathway up the SMILE Station lawn, leading to the remnant of the original Sellwood Bridge on display there. Sales have been good, but a number of bricks remain to be sold. We originally expected to have the engraving done in April, a time originally approved by the engraver; but since then he has accepted an assignment elsewhere in the country in April, and at any rate he says he needs dry weather to do the engraving, and April is not noted for dry weather in Oregon. We now expect to arrange with him to do the engraving in the latter half of August, Oregon’s driest month. This also gives us more time to “sell” the remaining bricks, probably climaxing the sales effort at a table at Sundae in the Park, on the first Sunday in August in upper Sellwood Park.

Former SMILE President Corinne Stefanick was present, and arose next to propose that there be another SMILE Station Community Open House, as had been done two years ago.

This, she said, would be another opportunity to acquaint the community – particularly new residents – with what SMILE is, what it does, and what it offers the community. It also could offer another “brick selling” opportunity. The suggestion was well received, and dates such as May 6th and May 20th – both Sundays – were discussed. No final decision made.

The evening then turned to Board Member Kevin Palmer, who has been spearheading efforts to update technical modernization for SMILE. He reminded that the original goals of this project were three: Security and management, knowledge transfer (standalone e-mail addresses), and improved communication (changing from a listserv to “Google Groups”). He then detailed progress made: We now have access to the Google “G-Suite” at no charge, as a nonprofit organization; our e-mail lists are now on Google Groups. We have created e-mail addresses for SMILE Board and leadership positions under 3 domains (sellwood.org, oakspioneerchurch.org, and morelandwoods.org). And he has created a template for e-mailed newsletters, and has aggregated e-mail addresses from a total of 1,300 on various lists.

Kevin discussed this progress in considerable detail, followed by comments and discussion on concepts and logistics with those present at the meeting. Considerable time was devoted to a discussion of the content, logistics, and consistency, of a twice-monthly e-mailed SMILE newsletter. He hopes to start sending a newsletter in early April.

Kevin concluded by listing what still needs to be done: Adjust the planned newsletter, with Board input; the Board contracting with a professional marketer to help with marketing the Oaks Pioneer Church, and improve the booking of the church by adjusting the web-based system based upon how visitors are using it; improve analytics and tracking for SMILE Station, for which he would like to see an AdWords campaign; and, after developing more marketing for the church, recreate those marketing steps for SMILE Station.

The last agenda item was a discussion by the Chair of the SMILE Friends of the Sellwood Community Center Committee, SMILE Vice President Gail Hoffnagle, with the assistance of Nancy Walsh, of SMILE’s response to the latest threat of closure to the Center, and other small Community Centers in the community (including Woodstock, with whom we are working). The threat arises, as usual, from mandated cuts in the Portland Parks Bureau budget. Gail said we are planning a two-hour rally of the community at the Sellwood Community Center, 10-noon on Saturday, March 17, just before the St. Agatha “St. Patrick’s Day” parade and festivities, in which the rally participants would then be involved.

Hoffnagle also urged that a large a crowd of advocates for our small Community Centers, and Sellwood and Woodstock in particular, be present and quite visible at the two upcoming “Community Budget Forums” – April 3, 6:30 p.m., David Douglas High School, 1001 S.E. 135th Avenue; and April 17, 6:30 p.m., at Roosevelt High School, 6941 N. Central Street.

Concluding the meeting was R. Corless, Chair of the SMILE Crime Prevention Committee, who briefly announced that the committee had been instrumental in getting a prolific criminal under arrest and off neighborhood streets just yesterday.

With no other business offered, Pat Hainley then moved the meeting be adjourned; Bob Burkholder seconded the motion; the motion carried unanimously at 9:20 p.m.