

# SMILE Board Meeting Minutes

July 18, 2018  
SMILE Station

Main Website

[www.SellwoodMoreland.org](http://www.SellwoodMoreland.org)

Procedural

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

**BOARD MEMBERS PRESENT:** Bob Burkholder, Elaine O’Keefe, Julie Currin, Tyler Janzen, Kim Borcharding, Julie Currin, Simon Fulford

President Joel Leib called the meeting to order at 7:35 p.m., asking everyone present to introduce themselves, around the room. He then asked the Board to review the minutes of the June 20th Board Meeting. Three misspelled names were pointed out. Then Elaine O’Keefe moved the minutes be approved as corrected, and Gail Hoffnagle seconded the motion, which carried unanimously.

Jim Friscia, a former Board Member, and now Chair of the new ad-hoc SMILE Concerts in the Park Committee, was present to report on this year’s four “Monday nights in July” concerts in Sellwood Riverfront Park. Two have occurred, very successfully, with “great support” from the very few members of his committee. \$14,000 has been raised so far this year from local sponsors, of the \$16,000 needed to make up our contribution to finance these concerts; the money has to be collected other than at the concerts themselves now, since – starting this year – Portland Parks’ “Summer Free For All” Program is present and collecting all money donated at the free concerts specifically to help underwrite the program throughout the city. We will need to raise the whole \$16,000 for our local concerts next year ourselves (\$4,000 per concert) if it is to happen next year; and, he said, he will need some more help at that time also.

Next to present was Nancy Walsh, Chair of three SMILE committees – but on this day representing the Sundae in the Park Committee – also limited to about three people this year, all of whom are on the SMILE Board. If she does not find someone to take on the chairmanship of the event soon, next year’s “40th annual” Sundae in the Park will have to be the last she said.

In the meantime, Nancy reported that she expects to have a table at the fourth and final Concert in Riverfront Park on July 30 to promote Sundae in the Park on the following Sunday. She passed out personal-size copies of the handbill schedule for it, on Sunday, August 5; discussed what will happen during that day, and the opportunities to be part of it; and asked for Board Members’ help in putting it all on, all Sunday afternoon. She also needs some brief help at setup (8-9 p.m.) and breakdown (5:30-7 p.m.) She gave out her personal number for contact and questions – 971/570-2702 – and advised that a couple of spots for tables for nonprofits were then still open. She will need some help staffing SMILE’s own table at the event.

Vikki DeGaa arose to tell about the just-completed installation of the new media screen and ceiling-mounted projector. The media screen's roll-up mount arrived badly bent and dented, and so temporarily the screen is being held up with duct tape; the mount's free warranty replacement should arrive and be installed within the week. A round of applause from the Board for Vikki. She added that although it was not part of the original plan, the electricians added extra wiring to accommodate sound – to allow for the future addition of sound capability.

Next on the agenda was SMILE Land Use Committee Chair Davin Schoellhamer, who was seeking Board approval for a brief letter of testimony on a new city plan to reduce local notifications involving new construction. He pointed out that this letter was simply an update of a letter the Board had previously approved and submitted. Gail Hoffnagle moved SMILE approve and submit the letter to the city; Eric Norberg seconded the motion; the motion carried unanimously.

David also asked the Board to amend the written guidelines for his committee, as previously adopted – with the change being to permit the committee itself to communicate testimony directly to governmental staff, while it **would** still be required to gain approval from the SMILE Board to submit testimony to an appointed or elected body. In the discussion that followed, the Board was generally agreeable; Gail and Eric suggested, however, that the Board be sent a copy of any testimony that the committee planned to send to governmental staff, for review before it is sent – thus allowing the Board to be cognizant of such filings by the committee. Simon Fulford said he agreed with the concept of the committee's proposal, and also with the idea of adding prior notification by the Board; but he expressed mild concern that the Board might not understand the context in which the comments were being submitted. Gail Hoffnagle moved the guidelines for the committee be amended as proposed, with the addition of the prior Board notification, and Eric Norberg seconded the motion. The Board then chose to table the motion for a future Board vote after Schoellhamer had written and inserted the additional statement about prior Board notification.

The final item of business on the agenda was an appearance by Ms. Chris Timberlake, newly-hired part-time marketing consultant, hired to increase rental revenue at Oaks Pioneer Church – as well as at SMILE Station, as a second priority. She offered a PowerPoint presentation about her “digital and community activities”, starting with a statement about her professional background for those on the Board who had not met her yet (it included wedding-specific experience, of relevance to the Church's rentals). She has a B.A. in Psychology.

She then went into detail in her presentation about the strategy she is pursuing, with emphasis on improving Internet search results, and social media. She has improved page views for the Church's website already, and has had success with a new “love stories” campaign, based around people who were married at Oaks Pioneer Church.

The hour being late, and with nothing else on the agenda or offered from the floor, Pat Hainley moved the meeting be adjourned, and Simon Fulford seconded the motion – which then passed with apparent unanimity at 9:37 p.m.