

# SMILE Board Meeting Minutes

January 16, 2019

SMILE Station

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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, Tyler Janzen, Simon Fulford, Elizabeth Milner, Kim Borcharding, Julie Currin

President Joel Leib called the meeting to order at 7:33 p.m., first asking the Board Members present, and then the others in attendance, to publicly introduce themselves. He then asked the Board to review the minutes of the December 19 Board Meeting – and one typo was found and corrected. Elaine O’Keefe made a motion to approve the Special Board Meeting minutes as amended, which was seconded by Tyler Janzen after a second amendment to the minutes was made and agreed to at his request, after which the motion carried unanimously.

First on the agenda was Gail Hoffnagle, SMILE Vice President and Chair of the SMILE Friends of the Community Center Committee, who told of a planned “Family Night at Sellwood Community Center” on Friday night, February 1, 6:30-9 p.m., for which she asked the Board to appropriate \$50. The attendees will pay \$15 per family, or \$5 for individuals, for this entertaining family fundraiser. Gail made a motion that the \$50 she had requested be approved; Bob Burkholder seconded the motion, which then passed unanimously.

Jim Friscia stepped forward to report on the new ad hoc SMILE committee he leads – the “Sellwood Riverfront Summer Concerts Committee”. This committee interfaces with Portland Parks in putting together the local “Monday evenings in July” concert series, and Jim reminded the Board that Parks is now running concerts differently, as part of the city’s “Summer Free For All” – they seek major citywide sponsors to pay for the whole series, and local fundraising at the concerts themselves to pay for the local concerts, once our mainstay, is no longer acceptable. And, local business sponsors get far less promotional consideration than they used to, which has discouraged the former major local participants. We used to have the biggest local business support in the city; and we picked the acts that performed.

We still have to raise \$4,000 per concert as part of our participation in presenting four concerts at Riverfront Park, but the new sponsor restrictions have made it more of a challenge. By moving the formerly independent committee underneath the SMILE umbrella, local contributions to this committee for the local concerts become more feasible – they will be tax-deductible under SMILE’s 501c3 status. For 2019, both SMILE and SMBA will contribute \$1,000, and *THE BEE* comes close to that amount in contributed in-kind advertising; but much fundraising is still required, and Jim needs more members on his committee to help with that. He said that that is his first requirement; his second is SMILE providing the nonprofit path for residents to make tax-free contributions to the concert series, which the new committee status has already accomplished. As for his third

requirement – he asks if SMILE, or local residents present, have any thoughts about moving these concerts from Sellwood Riverfront Park, where a dog park section competes with the concerts and where parking is restricted and inconvenient, up to Sellwood Park? There seem to be advantages to residents and local attendees at the latter location he explained, and he has begun discussing that idea with the Parks Department. The SMILE Board seemed generally favorable to this change of parks for these concerts.

The final agenda item was introduced by SMILE Land Use Committee Chair David Schoellhamer, which he introduced as the “Portland Main Street Initiative”: This, he said, addresses Sellwood’s and Westmoreland’s combined 2.7 miles of commercial corridors. SMILE has always been concerned with keeping our business districts vibrant, he observed. “Design Overlay” is now a part of business zoning, and now the rules are changing! The Land Use Committee and SMILE “have not had a firm vision of what we want, as concerns business design”. The plan about to be proposed is for us to have our own Main Street Organization to create such a vision. Vikki DeGaa of the Land Use Committee pointed out that the program to be presented will cost only \$5,000, and the Land Use Committee is asking SMILE for just \$1,500 – and is seeking a Southeast Uplift grant for \$1,800, and a local family is offering a \$1,000 matching grant. We are also seeking full participation from SMBA, the Sellwood-Moreland Business Alliance business association.

At this point the Board was introduced to Heather Flint Chetto, “urban planner”, and to Linda Nettekoven, “civic advocate”. Also present with them was architect Laurence Qamar. Heather and Linda explained that they helped to develop the “Division Street Design Initiative”, which proved very successful, and has since been adopted by the Hawthorne business district as well. Its guidelines, customizable to any other local districts, are the basis of the “Main Street” program. They, and the Land Use Committee, were presenting three requests of the SMILE Board:

1. Formally accept the “Division-Hawthorne design guidelines”
2. Customize those guidelines for our own neighborhood
3. Authorize funding for consultant support

An extensive photo-illustrated discussion of the key points about the Main Street guidelines followed; these promote construction harmony of design, but do not discourage modernity in any way. Positive comments from Board Members Gail Hoffnagle, Simon Fulford, and Kim Borcharding followed the presentation.

Eric Norberg then made a motion that SMILE adopt the Division-Hawthorne Southeast Main Street design guidelines for Sellwood’s and Westmoreland’s business districts, customizing the designs for these two parts of the neighborhood, and developing a public process fully involving the SMBA to develop our vision, as well as a list of key sites, and “special sites”. Kim Borcharding seconded the motion, which then carried unanimously.

Pat Hainley made two motions, both seconded by Elaine O’Keefe: That (1) SMILE start using ADP for payroll, and that (2) SMILE set up a checking account at Chase Bank. Both motions passed unanimously.

There being no other business on the agenda, or offered from the floor, President Joel Leib then declared the Board Meeting adjourned at 9:41 p.m.