



## 82<sup>nd</sup> Avenue Business Association Tuesday, May 17, 2022 – Draft Minutes

**Board members Present:** Nancy Chapin, Alisa Fairweather, Jacob Loeb, Monika Hernandez, Ben Fisher, Michael Sonnleitner

Excused absence: Lori Boison

**Guest Attendees:** N/A

The meeting was called to order at 3:33pm, introductions were made. Quorum was established.

### **Meeting Minutes from April meeting accepted as presented**

#### **Around the World in 82 Dishes**

Closer to translation phase for print materials.

Chinese, Spanish in the process of translating final copies.

Vietnamese and Russian languages will be added.

Next discussion will be around kick-off once printed collateral is completed.

Walking flyers around and have conversions with local businesses, State Farm owner has offered to include in her scheduled rounds.

Babble Buy will be the tech partner for this year's event, and access to an app which will increase engagement and make more tangible. Babble Buy will be in addition to the soft announcement at the annual meeting, and other promotional announcements.

Ben submitted vibrant spaces fund for grant to receive funds to help support larger marketing efforts around promoting events.

Nancy advised for 2023 event to have collateral walked through by April.

#### **Tag line options for discussion**

"Central to the heart of Portland"

Nancy discussed historical for high entertainment area and suggested bringing this vision back into the community

Ben discussed we have highlighted dining destinations has powerful messaging, suggested we continue with 'destination' somewhere within tagline

Monika suggested incorporating diversity of options and communities along the condensed strip

Alisa recommended not to include sole as an option since there is already utilized for another business district

#### **Financial Report**

Reviewing tomorrow night at the annual meeting

Plaid Pantry renewed membership with new manager of facility

#### **2022-2023 Board Elections**

Nancy requested if Michael wishes to continue as Vice President or President. Michael declined presidential position due to upcoming out of country travel

Jacob agreed to step into Vice President role for the following year

Monika accepted continuing secretary role for the following year

Michael and Ben remain at large board members

Alisa and Lori will be excusing themselves from serving on the board. Alisa will remain an active participant with the clean ups alongside Jacob.

Board Treasurer position needing to be filled, and will be presented at the annual meeting tomorrow.

TriMet finding alternative representative for tomorrow due to current rep out of office

### **Expanded Service District (ESD) Program Review**

3 programs in Portland – Downtown, central east side, and Lloyd district

Large and extensive support for bicycles, and encouraging public transportation in community for local businesses

Program pays for a district attorney that works with small businesses

Supports coordination of safety officers of larger employees, and improved security camera footage

Nancy proposed ESD participation for businesses which includes pay an increased charge for helping maintaining security and cleanliness of communities for local businesses to consider for 82<sup>nd</sup> Ave

Usually landlords/property owners would be the ultimate contributors of this service

If 33.3% of businesses disapprove, the business association cannot move forward with ESD participation

Michael and Jacob expressed ESD to be future goal with increased board participation to provide full time support for these.

### **Next Cleanup**

June 4<sup>th</sup> 10am-12pm– Baxter Auto parts to cover Foster to Woodstock area.

Core party will be posted later this afternoon to celebrate the birthday, details and logistics are still pending.

Meeting adjourned at 4:28pm.