



82<sup>nd</sup> Avenue Business Association  
Tuesday, June 21, 2022 – Draft Minutes

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

**Guest Attendees:** Neil Lee, Della Shanley, David Raycroft, Michael Liu

Quorum was established. The meeting was called to order at 3:31pm.

**Meeting Minutes from May meeting accepted as presented. Added TriMet updated to agenda.**

Nancy shared correction to spelling of “Soul District”

**Financial Report**

Grant funds not received yet. Received dues recently from 3 additional businesses. 1 debit from PayPal coming, bill for processing transactions will show in following month financial report.

Treasurer position is still vacant, and actively recruiting.

**Around the World in 82 Dishes**

Outreach to vendors began today, and businesses are receptive. 2 vendors signed up today and will continue efforts. Marketing will occur through Willamette Weekly and increasing materials, stickers, etc to help improve promotion and awareness. Set up with Foodi Menus is in process and in review.

Board member involvement to help gain participation, outreach initiatives are a few months ahead of event to help increase

Date October 22<sup>nd</sup> - November 6<sup>th</sup>

Print materials are available in 5 languages, and Ben working with Jacob on additional informational handout with description of event.

**TriMet**

Della provided update on Division Transit project (Sept 17<sup>th</sup>) 12pm-5pm, free event and free rides.

Event celebrating Articulated bus addition. 100+ people attending, including political members. Starts at OMSI area, stops at PCC, and final stop will be in Gresham across from Gresham Farmers Market.

Working with Babble Buy to connect with additional businesses involved. Della sharing questionnaire for individuals interested in participating and will be shared with Nancy to distribute (Google Doc), and available to share with broader organizations.

Rosalind with Portland Chinese Times will be main point of contact for Asian community and theme development. Della will join monthly to update the board on progress.

**New Business**

82<sup>nd</sup> Ave Round Table – Michael from Fubonn – Portland Business Alliance

Looking to increase involvement with 82<sup>nd</sup> Business Association. Updates include:

Downtown focused to include the rest of Portland, East side of Multnomah County, and SE area. Livability is the priority of focus and how to support businesses to be economic driver. Ensuring businesses have a voice at the table regarding road improvements. Nancy attending lunch meeting to collaborate around opportunities for improved

involvement. 82<sup>nd</sup> Ave transition to PBOT has heightened awareness of improving businesses and overall safety of the area.

Nancy and Jacob developing the Round Table initiative. First meeting occurring on **Thursday June 22<sup>nd</sup> at 10am**, with a goal to develop consistent and reoccurring meetings. Placeholder is 4<sup>th</sup> Thursday of every month. PBA is offering to serve as a resource for business association. Round table needs to consist of very specific small businesses and business associations. Resident groups, pedestrians, cyclist groups, etc will have their own scheduled platform.

Businesses must work together as unified messaging.

PBA continuing to seek ways to increase efficiency and remove barriers for businesses, example discussed were pulling permits and causing hardship with businesses. Messaging continues to press on fees and barriers that are prevent streamlining.

### **Next Cleanup**

I84 – Division (central area)

Saturday July 16<sup>th</sup>

### **Tag Lines Discussion**

Nancy encouraging to reach out with interesting tag lines that come to mind. 82 Dishes are the current tag lines for event. Improve messaging to capture everything offered on 82<sup>nd</sup>, not just 'car lots'. Jacob suggested we share tag line with Round Table discussions.

### **Adjournment**

Meeting adjourned at 4:29pm