

SMILE Board Meeting Minutes

April 21, 2021

Via ZOOM videoconferencing

Main Website

www.SellwoodMoreland.org

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Procedural

www.SMILErecords.org

OFFICERS PRESENT: Simon Fulford, President; Bob Burkholder, Vice President; Pat Hainley, Treasurer; Eric Norberg, Secretary

BOARD MEMBERS PRESENT: Elaine O’Keefe, Jim Friscia, Juliana James, Neal Spinler, Elizabeth Milner

ALSO ATTENDING: R. Corless, Callie Forrest

Due to social distancing measures ordered by the State of Oregon to avoid spreading the COVID-19 coronavirus, this meeting was conducted online using the ZOOM application, with advance notice of the meeting having been made online – advising how any interested persons could join it by requesting the admission code; and, as noted above, a few did.

President Simon Fulford called the meeting to order at 7:35 p.m., and began the meeting by asking Callie Forrest, a newcomer to SMILE meetings, to introduce herself. Then – observing the presence of a quorum – he presented the agenda, and invited a review of the minutes of the March 17 SMILE Board Meeting. After that review, Neal Spinler moved that the minutes be approved as presented; Jim Friscia seconded the motion; and after the vote, Simon announced the motion as having carried unanimously.

After that, Fulford invited Elaine O’Keefe to report for this year’s SMILE Election Committee on the upcoming Board Election on May 5. She discussed the various efforts to alert the neighborhood to the opportunity to run for the SMILE Board – 1,500 e-mails have been sent to our e-mail list; there have been online announcements; many posters have been distributed across Sellwood and Westmoreland in business windows, thanks to the contribution and efforts of Juliana James; and Eric wrote an editorial on the subject in the May *BEE*, which will be in readers’ hands by May 1.

Neal Spinler made a report for the new SMILE Communications Committee. We did get the \$1,000 grant we were seeking from Southeast Uplift for a postcard mailing to the neighborhood; the mailing will cost more than that but the grant will certainly help pay for it. The mailing is expected to go out near the end of summer. SMILE’s new e-mail accounts for Board Members and committees will go live after the May 5 election is completed, he added, after we know who will be on the 2021-22 Board.

Elaine O’Keefe spoke next, calling attention to the determined efforts of our Land Use Committee to obtain supporting testimony for the Portland City Council for the SMILE Main Street Plan, posted on our website and on social media. The testimony which the committee seeks us all to offer, as presented at the March SMILE Board Meeting concerning the SMILE Main Street Plan, needs to be made by mid-May, online or in person – “it’s a high priority for SMILE.”

Reporting for the new SMILE Events Committee, Jim Friscia said the first organizing meeting had taken place for our summer live music events. The Sellwood Moreland Business Alliance (SMBA) and the Sellwood Community House (SCH) were represented at the meeting, as was the Moreland Presbyterian Church, which has a large public room which could be an excellent venue for a performance. In fact, locations for performance have been identified in both halves of the neighborhood. Mid-June to September is the overall window for these events in 2021. There have been good comments about the new weekly “Thursday Markets” at Sellwood Community House; SMILE is helping fund some of the live music performances there. Jim revealed that Southeast Uplift is *not* funding any “neighborhood cleanups” this year, but we can still hold ours in September – and since we change nominal fees for the service, it should still more or less break even. We could perhaps involve the Brooklyn and Eastmoreland neighborhoods, to help make it self-funding.

Elizabeth Milner, SNAC committee Chair, said that a “Springwater Meadows” cleanup event in south Sellwood is scheduled for May 15; SMILE pays for maintenance of the Springwater Meadows, which we helped create a few years ago, along the Springwater Trail.

The rest of the meeting was devoted to a report by Christina Timberlake, who markets Oaks Pioneer Church for us, and is planning to do the same for SMILE Station. [Her detailed written report is incorporated into these minutes by reference.] The church took in \$4,000 in February – the ice and snow storm that month sharply cut revenue – but the receipts in March were \$11,000, and the church has grossed \$5,700 so far this month. (The bookings include revenue booked for future events there.)

Turning to SMILE Station, she said it needs an alarm and a keypad entry system to replace the mechanical lock keys, of which there are several held by Board Members, repeat clients, etc. Neal agreed with this recommendation, and said he would price it for SMILE. Christina has received a list of the future SMILE Station bookings from Lori Fyre, who now is retired as Manager of the Station; she plans to honor the old rates for the rest of this year and then raise them. Christina also feels SMILE Station needs new carpeting and flooring to improve bookings. She has received two bids for the carpeting and flooring – one for around \$10,000, and the other for around \$15,000 – and Elaine O’Keefe commented that she would like to see us get a few more bids; but she also agrees about the need to upgrade the flooring.

Timberlake also said she wants a new “smart thermostat” for the heating and cooling system; Neal Spinler said that could be included in a new alarm system. She commented that she had personally removed an owl from Oaks Pioneer Church; and added that with the help of a handyman, the bell in the church belfry now rings! Christina proposed in her report a staffing proposal of part-timers for opening, sweeping up afterward, and closing our two facilities for bookings at each one. Elaine commented that her staffing proposal looks good, and staffing needs to be resolved very soon; the Board decided its Finance Committee should examine and consider the proposal at a ZOOM meeting on April 29.

At that point, President Simon Fulford moved the meeting be adjourned; Pat Hainley seconded the motion, and Fulford observed that the motion had carried with no objections at 9:06 p.m.