

SMILE Board Meeting Minutes
October 15, 2025
at SMILE Station

Main Website Procedural
<http://www.SellwoodMoreland.org> <<>> <http://www.SMILErecords.org>

OFFICERS PRESENT: President David Dugan; Vice President Elizabeth Milner;
Treasurer Pat Hainley; Secretary Eric Norberg

BOARD MEMBERS PRESENT: Elaine O’Keefe, Grant Huling, Jason Sturgill,
Scott Kelly, Jim Friscia, Suzanne Kruse, Zack Duffly

GUESTS: (none)

President David Dugan called the meeting to order at 7:34 p.m. He began by asking for a review of the August 20 and September 17 SMILE Board Meeting minutes. Scott Kelly moved that the August 20 minutes be approved with a slight addition, and Pat Hainley seconded the motion, which carried with two abstentions. Then Pat Hainley moved that the September 20 minutes be approved as presented; Grant Huling seconded the motion, which then carried, with seven abstentions (but no “nay” votes).

Elaine O’Keefe had notified the Board by email earlier in the week that she would be resigning her seat on the SMILE Board, effective November 1, in order to move to Concord, Massachusetts, to be close to her family. President David Dugan presented to her a bouquet of flowers on behalf of the Board, after which she received the plaudits of all members of the Board for her exceptional service to SMILE – in her time as President, and for the entire time she has served on the Board. In response to a question, she said that after she had left, she would still be willing to help solve problems we might encounter when others assume the tasks she has been involved in. She added that she is hoping for successful negotiations concerning the future of the Oaks Pioneer Church. The Board agreed unanimously that the members will greatly miss her, and she said she would miss us all “terribly”. We all wish her the very best and thank her for her years of service to SMILE.

David asked Jason Sturgill, who has been a liaison with the SMBA, if he has determined whether the Sellwood Moreland Business Alliance will be having a Decemberville event this year. Jason said that yes, it would – but this year there apparently would no central event nor specific day for it, which would probably preclude our participation. He said he would look into it further for additional details, however.

Treasurer Pat Hainley reported that we have received a one-time allocation of \$2,000 from District 4 City Council member Olivia Clark from unspent funds in her city budget allocation. With the check she sent a letter of explanation, in which she said:

“In a time when money and resources are scarce, I know the work of the District 4 Coalition and each neighborhood association is critical to the livability in the district. With that in mind I was

able to use some of my unspent budget from the last fiscal year to support your efforts. I am giving each neighborhood association \$2,000 to use toward activities that will allow you to best engage and connect with your neighbors. I would note that if there are key subscriptions that are critical to engagement, such as web hosting, electronic newsletter services or zoom, you may want to consider using some of these funds to support those services, but the choice is yours.”

Jim Friscia said he would like to spend some of this money to develop a newsletter design. Suzanne Kruse remarked that our District 4 Coalition, NWNW, can do simple updates involving electronic media for us. David Dugan concluded the discussion with an update for us on the current NWNW leadership.

Jason Sturgill was next on the agenda: He showed a PowerPoint presentation on his suggestions for a “SMILE rebrand” (which is incorporated into these minutes by reference). Suzanne Kruse thanked Jason for the work he’d put into the proposal, which President Dugan had circulated to the Board by email before the meeting. After the presentation was completed, discussion by Board Members proceeded on points in the proposal.

Grant Huling remarked that, in his opinion, “rebranding SMILE is a solution in search of a problem”. Both Eric Norberg and Suzanne commented that it is important not to ignore the “Westmoreland” part of our two-district neighborhood – it’s actually the larger section of the two – by calling the whole neighborhood simply “Sellwood”. Scott Kelly said that in his communications with the city, SMILE has been well-known at City Hall. Elaine O’Keefe suggested that since Jason found the official name of our nonprofit organization, “Sellwood Moreland Improvement League”, to be old-fashioned and possibly subject to misunderstanding, coming up with a different name that could also fit the acronym “SMILE” is a possibility; but that referring to the whole neighborhood simply as “Sellwood” in her opinion would be “elitist and wrong”. Eric pointed out that we could simply change the name of the organization to SMILE, and not have it stand for *anything* – in the same way that GE has replaced General Electric, IBM has replaced International Business Machines, RCA has replaced Radio Corporation of America, and AT&T has replaced American Telephone and Telegraph.

Jim Friscia posed the question, “What do we want to have in our future? How do we want to be seen decades into the future?” Discussion continued by Board Members on these various points. Jason argued that many well-known names have been changed recently – streets and schools in Portland were cited as examples – so why not ours?

President Dugan said he appreciated the free exchange of the Board on the subject, and perhaps we need a Board Committee to explore these ideas further.

There being nothing else on the agenda, Scott Kelly moved the meeting be adjourned; Pat Hainley seconded the motion; and the motion carried with apparent unanimity at 8:59 p.m.