SMILE Board Meeting Minutes
January 17, 2018
SMILE Station

Main Website
www.SellwoodMoreland.org

Procedural
www.SMILErecords.org

OFFICERS PRESENT: Joel Leib, President; Gail Hoffnagle, Vice President;
Eric Norberg, Secretary

BOARD MEMBERS PRESENT: Elizabeth Milner, Bob Burkholder, Elaine O’Keefe,
Brian Bawol, Tim DuBois, Kim Borcherding

President Joel Leib called the meeting to order at 7:33 p.m., asking those present to
introduce themselves, around the room. He then asked the Board to review the minutes of
both the December 18th Special Board Meeting, and the December 20th Board Meeting. A
spelling error was reported in the December 18 minutes, and then Elaine O’Keefe moved
these minutes be approved as thus amended, Elizabeth Milner seconded the motion, and
this set of minutes was approved with two abstentions and no “nays”. Elaine O’Keefe next
moved the December 20 minutes be approved as submitted, and Tim DuBois seconded the
motion, which then passed unanimously.

Scott Kelly, SMILE Transportation Committee Chair, introduced PBOT’s Rich Newlands
to present on the options that have been developed so far to address traffic issues arising from
commute-time congestion on S.E. Tacoma Street – particularly, endemic cut-through traffic
issues. Newlands explained that he was present to seek the input of the SMILE Board on
these options, none of which is without drawbacks; and he went on to discuss in detail the
key options developed, in the form of a printed matrix he distributed to the Board and to
spectators at the meeting – and which is incorporated into these minutes by reference.

Newlands said that he was surprised to discover that one factor driving the extensive cut-
through traffic in Sellwood is the politeness of motorists on Tacoma Street, who seem quite
willing to let motorists in from the side streets there. He commented PBOT could “carpet
bomb” Sellwood with speed bumps, but speed does not seem to be the issue here – average
speeds are under 25 MPH – so they would probably have little if any effect in discouraging
cut-through traffic.

Newlands remarked that one clever idea arising from the neighborhood meetings on the
subject was that of metering northbound traffic on S.E. 17th, at a point south of the
Garthwick entrance, with rapid, rhythmic traffic signals (one car per light), in the manner of
freeway onramp metering; this has never been done on a surface street, he said, so there is
no data on how it works in such a situation. Bob Burkholder, a resident of Garthwick,
expressed concern that there might be unintended impacts on Garthwick dwellers by such a
practice.

Newlands summarized that, in every idea offered to address the cut-through traffic problem,
“there will be winners and losers”. Several members of the SMILE Board, but not all,
would reduce the commuter use of the bridge to a manageable level, which is the root cause of the problem, he pointed out.

The Board decided it was not yet ready to offer guidance on these options to Newlands, but thanked him warmly for having appeared and having defined and discussed the options under consideration. The Board indicated it wanted to stay on top of this issue and the possible solutions, and keep its options open; it wanted to receive public input before taking a position.

The Board then turned to a discussion of a possible part-time SMILE marketing position, specifically oriented towards increasing rentals at Oaks Pioneer Church (and SMILE Station). Referencing the prior discussion at our Special Board Meeting in December, Kim Borcherding reported that she had contacted a neighborhood professional, who had been suggested at that time for the position, but learned she is not available at this time for such an assignment.

Tim DuBois remarked that we should hammer out the details of such a position and filling it only after deciding whether to pursue creating such a position or not — “discussing details endlessly, before deciding whether to do it, is handcuffing the Board” — and made a motion to create the position, with the details to be determined; Elizabeth Milner seconded the motion, which then carried with a vote of 8 yes, 1 abstain.

Kim Borcherding next gave a progress report on our “brick sale fundraiser” — we have sold over 80 of the bricks for engraving so far, and she said she has a Valentine’s promotion in mind for February, to be promoted with flyers, lawn signs, and possible school involvement. Kim added that she still wants to see SMILE Station remodeled to aid in its rental effort, and she thinks it might be possible to do this with little or no expense.

There being no further items on the agenda or offered from the Board, Elaine O’Keefe moved the meeting be adjourned, and Bob Burkholder seconded the motion, which carried unanimously at 9:08 p.m.