

# SMILE Board Meeting Minutes

June 20, 2018  
SMILE Station

Main Website

[www.SellwoodMoreland.org](http://www.SellwoodMoreland.org)

Procedural

[www.SMILErecords.org](http://www.SMILErecords.org)

**OFFICERS PRESENT:** Joel Leib, President; Gail Hoffnagle, Vice President; Pat Hainley, Treasurer; Eric Norberg, Secretary

**BOARD MEMBERS PRESENT:** Bob Burkholder, Elaine O’Keefe, Julie Currin, Tyler Janzen, Elizabeth Milner

President Joel Leib called the meeting to order at 7:36 p.m., asking everyone present to introduce themselves, around the room. He then asked the Board to review the minutes of the May 19th Board Meeting. There was the notation by Elizabeth Milner of a misspelled word. Then Bob Burkholder moved the minutes be approved as amended, and Elaine O’Keefe seconded the motion, which carried unanimously. He then asked for a review of the public minutes of the Special Board Meeting (not including minutes of the Executive Session within the meeting) of June 6. Gail Hoffnagle moved the minutes be approved as submitted, Tyler Janzen seconded the motion, and the motion carried unanimously.

The first presenter on the agenda did not appear, so Nancy Walsh stepped up to give a brief report on “Sundae in the Park”, coming up at 11 a.m., for the rest of the day, on August 5 in upper Sellwood Park – she is the Chair of the SMILE ad hoc Sundae in the Park Committee. Nancy reported we had just received the final approved version of the handbill for this year’s Sundae in the Park designed by Gray Whelan, and it will appear in the July and August BEE, and will now be turned into pizza inserts, handbills, and large posters, for display in the neighborhood. Elaine O’Keefe requested this art to post on the main SMILE website, and Eric Norberg said he would get it over to her, both in J-PEG and PDF. Nancy reminded that we need Board volunteers to help run this annual “neighborhood party” on August 5.

President Leib reported on the brick engraving fundraiser in front of SMILE Station; “Lenny”, the brick engraver, expects to be here engraving the bricks we’ve “sold” on August 6 through 8, following the last-minute sales push at Sundae in the Park. We may have a ceremony or event associated with it, so people present may be moved to buy a brick at the last minute as he is doing it. Joel said that Lennie is planning to retire soon, so if we sell more bricks later on, we will probably have to find a new engraver to do the work.

Vikki DeGaa appeared next, to report that the “new projector and screen” for SMILE Station have been shipped; an electrician has been booked to put in conduit; and a technician has been booked to hang the projector from the ceiling and install the screen. There was some discussion of how the new projector system will work.

Tyler Janzen arose to discuss SMILE outreach to neighborhood apartment dwellers, of which he is one. Participation in the planned new SMBA “welcome packet” for new

residents was mentioned as a potential means of outreach. There was some discussion of recent SMILE community surveys. Elaine O’Keefe remarked how we tried to place a survey in rental quarters, and found doing so very challenging. Tyler volunteered to look into how distribution of materials to renters is done through property management companies. Gail Hoffnagle pointed out that Marty Stockton had told Gail that she had someone in her office “who might take on such outreach challenges as a project” – we should now find out more about that possibility. There was further discussion of ways to perform such outreach. Elaine asked Tyler if “social media” might be the way to go? “Perhaps somewhat,” he said, but advocated simpler methods – such as an informational table in front of a willing business. Further discussion followed of how to get started on this project. The brainstorming went on at great length. Tyler eventually outlined his own “action item” list:

- He volunteered his own apartment house on S.E. 17th at Umatilla as a pilot effort
- We need to develop flyers and materials to “to put in that space”

President Joel Leib announced that a contract was signed in the preceding week for the temporary Oaks Pioneer Church and SMILE Station marketing position that had been discussed at length previously by the Board. The successful candidate was identified as “Ms. Chris Timberlake”. She will meet with the Board at some point soon.

Pat Hainley moved the meeting be adjourned, but the outreach discussion resumed briefly. Eric Norberg then seconded the motion and called the question; the motion passed unanimously at 8:48 p.m.