

SMILE Board Meeting Minutes

May 15, 2019
SMILE Station

Main Website

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Procedural

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OFFICERS PRESENT: Tyler Janzen, President; Simon Fulford, Vice President; Pat Hainley, Treasurer; Eric Norberg, Secretary

BOARD MEMBERS PRESENT: Bob Burkholder, Elaine O’Keefe, Gail Hoffnagle, Rhea Smith, Joel Leib, Julie Currin

President Tyler Janzen called the meeting to order at 7:32 p.m., asking that Board Members present, plus SMILE members and others in attendance, introduce themselves. He asked for a review of the April 17 Board Meeting minutes; adding a name was requested. Simon Fulford then moved acceptance as amended; Rhea Smith seconded; the motion passed unanimously.

First on the agenda was SMILE’s contracted marketing expert, Ms. Chris Timberlake, who is focusing her efforts on marketing Oaks Pioneer Church for weddings and events. (SMILE is renting agent for the church.) She said she is in the process of gathering data, working on the church’s website, considering additional advertising, and pursuing the project of a reunion in August or September of past wedded couples who had “tied the knot” in the church. There would be a drawing among attendees for a “vow renewal”. She commented that she has found that despite high awareness in the community of the church as a landmark, many have no idea it is available to host a wide variety of events. She seeks \$2,500 for an advertising budget for the reunion event. She added that the videographer whose drone video of the church we have already posted on the website is willing to come back and shoot some new “spring/summer” video with which to expand the original video for \$300, an offer which she would like to accept. She would also like to have monthly open house events at the church.

Timberlake asked if SMILE would consider a lower rental rate structure for lesser events, such as for choir practice, photographer setup, etc. – especially since we have raised the rates lately for the use of the church. Simon Fulford suggested a course by which lower-demand days of the week would have a lower rental rate. At that point President Janzen asked Chris, for the benefit of new Board Members, for a description of the inquiry and booking process at the church. She did so, including a discussion of contracts and payment as well. Elaine O’Keefe commented that she agreed with the idea of off-peak discounted rates, but said they should be posted on the church’s website, where the top rates are already posted – and, she added, we should stick to these posted rates then – and we also should make sure not to discount space rental rates, even in low-demand days, below our cost of making the church available for such events! Discussion followed, and then Simon Fulford proposed a motion to request Chris Timberlake put together a proposed rate structure and allowed procedure, for Board review and approval, taking into consideration our costs to staff and operate the church. Eric Norberg seconded the motion, which then passed unanimously. Pat Hainley observed that Chris’ contract with SMILE had ended on March 31, and Joel Leib then moved the contract be extended from April to December of this year. Tyler Janzen seconded the motion, which passed unanimously.

President Janzen continued the discussion with Chris Timberlake by asking that now we’re

getting more web traffic for the church, and we do want to avoid negative reviews, are we actually **ready and able** to accommodate the increased demand and clientele that the increased marketing would generate – especially with regard to the planned wedding reunion event? Is it reasonable to get the rate structure done in a month? Chris said she believed so. As concerns the reunion event, she said she'd worry if it were postponed too much; the crowd generated could be disappointing. Joel Leib asked if it could work if moved to October? Chris said yes.

Tyler Janzen then suggested that we approve the \$300 expenditure for the videographer, and further discuss the appropriation of the \$2,500 ad budget for the reunion event at our June 19 Board Meeting, to allow more planning and discussion. Simon Fulford turned that suggestion into a motion, Elaine O'Keefe seconded it, and it carried unanimously.

The next agenda item brought us Lee Cannon, Sellwood American Family Insurance agent and current President of SMBA – the Sellwood-Moreland Business Alliance. Lee said SMBA has enjoyed an uptick under its new manager, and explained the mission of the organization as, “to promote the neighborhood as a great place to shop and to do business.” With the rising rental population in Sellwood and Westmoreland, he said an effort is underway to reach more renters. “Welcome Packs” are distributed to new residents; SMILE has been participating. Lee explained that the outreach to renters is done mainly through Property Managers: “They **want** their renters to be part of the community, if only to minimize rental turnover.” President Janzen said he would like to have a SMILE presence at SMBA meetings, and vice versa.

R. Corless, Chair of the SMILE Crime Prevention Committee, next stood to report that she had attended the last SMBA meeting and discussed “Business Neighborhood Watch”, and she hopes the committee can partner with SMBA. She also said she has met with Simon Fulford, the Board liaison on her committee, and discussed thoughts for guest speakers at SMILE meetings.

Gail Hoffnagle was last on the agenda, to report, with Julie Currin, on the current status of the Sellwood Community Center – which the city has announced will close on September 1, but which SMILE is seeking to keep open, even if by taking it over ourselves. The two were at the city budget meeting at the Western Forestry Center last Wednesday; Gail said the city has “closed ranks in wanting to pass the Mayor’s budget”, which includes closing all small Portland Community Centers. Commissioner Joann Hardesty has requested that the current park facilities and all current staff be included in the budget for one more year, but it appears to Gail that the rest of the City Council has retaliated for that “break in ranks” by cutting \$50,000 from the budget for offices she supervises. The City Council is poised to vote next Wednesday to approve the Mayor’s budget; she hopes to have one more chance to speak there.

But, the conversation then turned to SMILE’s proposal to lease the Community Center from the city starting September 1 and maintaining the programs most essential to the community; Julie Currin is in discussions with the YMCA on sub-contracting the operation of its important preschool and after-school programs. We need to have a study done on the current state of the building; and we need to get the city to produce the line-item figures for the building and program operation from the city, from which we already have repeatedly requested it. Logistics were next discussed at length. In conclusion, Gail remarked that in her view, since we accepted committed funds now amounting to over \$700,000 which are, per the donor’s request, dedicated to keeping the Community Center open, that we have a moral obligation to try to do that, at least up to the point at which all these funds have been expended in the effort.

Eric Norberg moved adjournment; Simon Fulford seconded; unanimously passed at 9:20 p.m.