

SMILE Board Meeting Minutes

June 19, 2019
SMILE Station

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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: Elaine O’Keefe, Gail Hoffnagle, Elizabeth Milner, Rhea Smith, Joel Leib, Julie Currin, Justin Dick

President Tyler Janzen called the meeting to order at 7:34 p.m., asking that the Board Members present, plus SMILE members and others in attendance, introduce themselves. He asked for a review of the May 15 Board Meeting minutes; a minor change was requested. Simon Fulford then moved the minutes be accepted as amended; Tyler Janzen seconded; the motion passed unanimously.

He next requested a review of the minutes of the Special Board Meeting minutes of June 12. One word in the minutes was requested to be modified to put it in the subjunctive. Tyler Janzen then moved the minutes be accepted as amended, and Pat Hainley seconded the motion, which passed unanimously.

First on the agenda was David Schoellhamer, Chair of the SMILE Land Use Committee. He described the committee and what it does for the benefit of our new SMILE Board Members, pointing out that it is “the most formal of SMILE Committees”, with its own ByLaws and a requirement that the SMILE Board approve its members, since it so often interacts with the city on behalf of SMILE. He touched on some of the committee’s successes at the city level, such as assisting the city to refine the “design overlay” standards, which impact our own community. He mentioned the upcoming fate of the Westmoreland Dairy Queen, which will be converted into a Chase Bank branch (there were sounds of disappointment in the room at this news). He also mentioned the “Main Street Initiative”, in which SMILE has joined. He then outlined this year’s proposed Land Use Committee membership, and asked for Board its approval; Gail Hoffnagle moved, and Eric Norberg seconded, that this list of members of the Land Use Committee be accepted. The motion carried unanimously.

Next to appear was our 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 was following up on her presentation at the May 15 Board Meeting, and presented the requested cost analysis for the church, and a comparative rental rate analysis for our church and various other wedding venues in the area. (These analyses are incorporated into the minutes by reference.) Her primary focus at present is improving bookings at Oaks Pioneer Church, and she pointed out that her analysis supports her recommendation to raise the rental rates at our church; she agreed to present a proposed new rental structure and rental policy, proposed enhancements, etc., to the Board at our September SMILE Board Meeting.

Elizabeth Milner arose to discuss the proposed code changes to be recommended to the City Council for adoption, from the newly-renamed “Office of Civic Life”, which previously was called the “Office of Neighborhood Involvement”. She said the neighborhood associations

which have become aware of this planned removal of any mention of neighborhoods from the proposed code change are speaking of fear that this means the city will permanently sidestep the individual neighborhoods composing the city, and thus change the character of the city. As was pointed out, the Neighborhood Association system is the only way for various parts of the city to receive some representation in front of the city government – the “Commissioner system” for the City Council includes no “area representation” element in the composition of the Council. There was extensive discussion about this turn of events by all present.

Last on the agenda was Gail Hoffnagle, Chair of the SMILE “Friends of Sellwood Community Center Committee”. A member of the committee, Julie Currin, joined her to present a summary she had prepared of our “asks” of the city, in pursuing our hope of taking over operation of the Center when the city stops operating it at the end of August – as well as our proposal, and “how we will do it”. She distributed copies of this presentation to the Board (incorporated into these minutes by reference). There followed a discussion about some of the wording of this draft proposal. President Janzen thanked Julie for this outline, and Julie responded that she had prepared the document to inform our pro-bono attorney of our plans and intentions.

[Note: The pro-bono attorney who appeared in person at our Special Board Meeting on June 12 had, by the date of the June 19 Board Meeting, determined that the firm she works for had a sufficient conflict of interest involving SMILE that it would have to get the approval of Union Pacific Railroad to pursue the proposed pro-bono work on the Community Center project, and this had not been immediately forthcoming – so, in the interest of not delaying a project with such a tight deadline, she informed SMILE that she recommended obtaining assistance, pro bono or paid, from another attorney; this was reported by President Janzen at this meeting.]

Simon Fulford, who works for a nonprofit organization himself, had specific suggestions: That we ask whatever attorney ultimately represents us before the city in the matter of starting to operate the Center on September 1 if we should be talking about a lease of longer than one year, prior to any opportunity to purchase the building for a nominal sum; and he also suggested we not be specific about the size of the staff we propose to use, and any “staff reductions”. Elaine O’Keefe suggested SMILE concentrate on maintaining only the key programs, at least at first, and make no effort to retain the full range of current programs of the Center at the beginning.

Gail said she is progressing well on the necessary steps in this project, and passed out the detailed list of these steps that she has prepared so far. (This is incorporated into these minutes by reference.) And she also passed out her payroll estimate (also incorporated into these minutes by reference). Former Board Member Kim Borcharding is “volunteer coordinator” and marketing person for the committee, and she detailed at length the news coverage attained already. The report from the committee concluded with Gail Hoffnagle’s comment that former Board Member Kevin Palmer is designing an “awesome” website for the Center.

President Janzen reminded that there will no July SMILE General Meeting, since it would fall on the day before the Independence Day holiday, and attendance will probably be very light then; but the July Board meeting will take place as scheduled on July 17. He added that we could hold additional Special Board Meetings as needed, if called in conformance with SMILE ByLaws, in the pursuit our potential operation of the Sellwood Community Center starting September 1.

There being no other agenda items, nor additional business offered from the Board, Simon Fulford made a motion that the meeting be adjourned. Elizabeth Milner seconded the motion, which then carried with evident unanimity at 9:55 p.m.