

June 28, 2018

HDOG MEETING MINUTES

Location: Vinyl Tap Bar and Grill

Start time: 11:20 AM

Present: Gary Rifkin, Sharon Flaherty, Fallon Kraxberger, Sarah Shay, Bobbie Paredes, Pixie Adams, Heather Riggs, Jan Lindstrom, Laurie Sonnenfeld, Ed Riddle and Suzanne Wolf

1. FESTIVAL UPDATE/FUNDRAISERS

A. Festival Update

- i. Current lineup of vendors is about 50, still gathering requests; can take up to 60+ vendors depending on space available.

- ii. Currently, there are four food vendors: The Bomber Restaurant and Catering, Sweet Day Cotton Candy, Castro Casa Mexican Restaurant and New Urban High School. In addition, Pixie Adams, owner of Moonlight Coffeehouse, Boutique and Gallery, will have “grab-and-go” food at her new location and the Vinyl Tap Bar & Grill will serve food inside the restaurant.

B. Fundraisers

- i. On June 3, 2018, the owners of Vinyl Tap Bar & Grill, held a fundraiser for the Oak Grove Trolley Trail Summer Festival grossing \$1,038.

- ii. Pixie Adams, owner of Moonlight Coffee House Boutique and Gallery, held a fundraiser for the Oak Grove Trolley Trail Summer Festival on June 29, 2018.

The fundraiser included a total value \$1,100 in prizes and discounted retail merchandise.

- iii. Pixie Adams secured a \$500 sponsorship from the US Bank.

- C. Suggestion: Location for kids' activities considered at one or two different areas: the New Urban field and/or the front of the church. Topic tabled at this time.

- D. Restrooms will be available inside the church. In addition, two port-o-potties will be available.

- E. Sharon Flaherty, owner of Vinyl Tap Bar & Grill, announced that a vintage car show will not be doable this year, with a suggestion made to consider it a stand-alone event next year.

- F. Jan Lindstrom suggested a booth for "face-in-hole" board stock photos depicting fun, historic images of Oak Grove.

2. HDOG ORGANIZATION

- A. Bobbie Parades passed out a copy of an organizational chart (Oregon Main Street 2018 Program Handbook, p.19) showing the typical infrastructure of a Main Street association.

- B. Based on organizational chart, short term goals are:
 - i. elect a board of directors and
 - ii. designate a chairperson for each committee. Each committee chair will report to HDOG on a monthly basis. Current volunteers for each committee:

Organization – Bobbie Paredes, Suzanne Wolf and possibly Pixie Adams;
Promotion – Fallon Kraxberger, Bobbie Paredes, Jan Lindstrom, Heather Riggs
and Pixie Adams; Design – Gary Rifkin, Annette Guarriello, Joseph Edge and
Bobbie Paredes; and Economic Restructuring - no names listed at this time.

3. CASH BOX AGREEMENT/VOLUNTEERS

- A. HDOG has signed an agreement with Jeff Hogan, owner of Cash Box, to utilize the greenspace outside the storage building for community events.

- B. Funds from the Vinyl Tap Bar & Grill fundraiser were used to purchase liability insurance for utilizing the green space for any event at any time.

- C. Three volunteers signed up to maintain the green space and have it ready for the festival.

- D. Jeff Hogan agreed to the installation of an outdoor electrical box for musical events under the condition that HDOG pays for it. He did not agree to the green space being used as a music venue on each and every Saturday. Ed Riddle volunteered to compose a written proposal for one trial date to submit to Jeff Hogan for further consideration. Suggestion was made to possibly move the location of Saturday music performances to the church property where outdoor electrical boxes are already available.

4. VOLUNTEER COORDINATOR\NEEDED TASKS

- A. Bobbie Paredes volunteered to be the volunteer coordinator.

- B. Pixie Adams recommended the use of a volunteer management software. Bobbie Paredes will work with Pastor Heather on data input.

- C. Tasks: more signs need to be made and flyers distributed.

5. TRADEMARKING/BUSINESS CARDS

- A. Fallon Kraxberger recently attended a nonprofit startup summit held by Rational Unicorn Legal Services, a for-hire company to help with the negotiations of contracts.
 - i. From the summit, Fallon took away one important item: HDOG needs to trademark its name and logo. Trademark serves two purposes : protection from changes being made and permission to use with merchandise.
 - ii. How to register a trademark was discussed. Suggestions were: DIY online, use an attorney (Pixie Adams recommends a friend who is an attorney and may do the work in exchange for a sponsorship), and seek advice from Oregon Main Street (30 minutes of free consultation offered).

- B. Fallon Kraxberger recommends that each director has a business card.
 - i. Suggestion made to create business cards to include HDOG contact information along with personal contact information for each director. Pixie Adams volunteered to mock up a sample business card.
 - ii. Suggestion made to create a generic business card for volunteers to wear with a lanyard. Pastor Heather volunteered church services to create the cards that can be worn by volunteers with lanyards.

- C. Bobbie Paredes recommends a link on HDOG website that takes users to the Board of Directors' emails and would funnel to all board members. Emails could be filed for future reference.

6. BUSINESS DIRECTORY

- A. Pixie Adams suggested various ideas: a digital database providing descriptors and local contact information for downtown Oak Grove businesses on HDOG website; a walking map for the downtown Oak Grove district; a brochure\pamphlet advertising businesses, offering free or paid levels of advertisement to businesses; and social media.

- B. Laurie Sonnenfeld, owner of the house at 2060 S. E. Oak Grove Blvd., proposed converting the residential property to commercial property that would entertain multiple businesses for community use, not just her real estate office.

7. DESIGN UPDATE

- A. NCP&R identified two areas in Oak Grove that need a park: one at the New Urban High School field and the other on the property behind the Jennings Lodge Elementary School. NCP&R announced that the park projects are 2 to 4 years out. HDOG interested in exploring different kinds of parks.

- B. HDOG Ongoing Projects:
 - i. Cleanup of blackberries
 - ii. Art project along Arista fence: various artists have committed to submitting their work on 18"x 24" pieces of wood, artists may submit multiple pieces, temporary installation
 - iii. Mentor Program – artists to mentor students and Boys' & Girls' Club kids. Pixie Adams and Pastor Heather will coordinate ideas and plans with Sara Shay for students and Boys' & Girls' Club kids to create a timeline for the mentor program; plans will include a children's booth for display of artwork at festival.

- C. A donor gave \$15,000 to the church. Pastor Heather would like to use the funds to remodel the preschool playground behind the church.

- D. Idea to raise money for a trolley bus serving seniors, visitors and local businesses was suggested.

Meeting adjourned 1:00 PM.

Next meeting date: Thursday, July 26, 2018