

August 23, 2018

HDOG MEETING MINUTES

LOCATION: VINYL TAP BAR & GRILL

TIME: 11:05 AM

PRESENT: LARAINÉ LATOURETTE, PIXIE ADAMS GARY RIFKIN, BOBBIE PAREDES, DAVE OSHIVOBOT, HEATHER RIGGS, ANNETTE GUARRIELLO, FALLON KRAXBERGER, THELMA HAGGENMILLER, CAROL LATOURETTE, JAN LINDSTROM AND SUZANNE WOLF

1. TROLLEY TRAIL SUMMER FESTIVAL

A. Debrief

- i. Vendors made good sales.
- ii. Hard to tell number of people who attended. More people early on and toward end.
- iii. Facebook RSVP numbers: Going-203; Interested-695; Check-ins during the day-178; New Likes-20; currently standing at 300 with a goal of 500 people.
- iv. Vinyl Tap did well, the same as last year.
- v. Moonlight had fantastic response. Hot dogs (sold 400) were a huge hit.
- vi. Positive feedback about having two music venues.

B. Suggestions for next year

- i. Need volunteers to help put up and take down music equipment and pop-up tents.
- ii. Designated location for volunteers to check in and out
- iii. Designated location for emergency services
- iv. All volunteers wear custom-designed t-shirts and/or hats to increase visibility. Lanyards were hard to spot.
- v. Volunteers need to fill out complete form.
- vi. Musicians need to know which venue where they will perform.
- vii. One person designated to answer all/any questions and troubleshoot problems via phone.

C. Vendors

- i. Fallon Kraxberger sent out survey to vendors. Thirty-three responses with positive feedback. One displeased vendor who did not make any sales.
- ii. Recommendations from vendors

1. *Need volunteer phone number to contact (Phone number was provided this year but not used).*
2. *Estimate of numbers attended*
3. *Gate ramp should not be located by vendors*
4. *More trash cans needed*
5. *ATM machine needed*
6. *Bike racks needed and a bike concierge needed to watch bikes*

D. Fallon Kraxberger sent out thank you cards to various supporters.

2. HALLOWEEN FESTIVAL

A. Mark your calendars for the Oak Grove Halloween Festival for October, 27·2018.

- i. Time is 4:00-6:00 PM.
- ii. The festival will be held inside the church and along Oak Grove Blvd.
- iii. Flyers are available to pass out.

B. Fallon Kraxberger needs volunteer(s) to approach the businesses along Oak Grove Blvd. requesting their participation by decorating and opening their doors.

- i. Pixie Adams, on behalf of the economic restructuring committee, volunteers to approach businesses along Oak Grove.
- ii. Fallon Kraxberger will oversee the management of the doors inside the church.

3. DESIGN COMMITTEE REPORT

A. Lighting Option

- i. Annette Guarriello informs members that, at this time and for now, PGE will provide minimal lighting at existing poles (see below) with the LED “Green Cobra” design by Leotek, a provider of PGE approved street lighting equipment. Note: To see image of this design, go to <https://leotek.com/#> and find the link, “Products.”

1. *PGE is no longer installing “lantern” designs.*
2. *Annette Guarriello informs members that the streetscape plans designed by the committee will be about 2-3 years out to materialize. This plan consists of lighting with an aesthetic look.*

- ii. Design Committee recommends, on the premise of safety and “taking what we can get now to establish good faith” with PGE, the installation of three “Green Cobra” poles with 4’ and 6’ masts utilizing white light (not blue).

1. *Handout: A PGE site plan map indicating the location of the three existing poles where the Green Cobra lights would be installed.*

2. *One pole is located on the east side of Rupert near the intersection of Rupert and Oak Grove Blvd. across from the dental office building.*
 3. *The other two poles are located on the west side of Arista off of Oak Grove Blvd. near the New Urban High School field.*
- iii. Input from member is requested.
1. *Question: Would the installation of the three Green Cobra lights be at no cost to HDOG?*
 2. *Annette Guarriello will inquire with PGE about costs for the association.*

B. Cashbox Greenspace Improvements

- i. Carol Latourette, on behalf of Kathy Witkowski and herself, informs members that the rail fencing is not stable at this time but will be prior to festival.
- ii. Plans to clean up weed patch and sow drought-tolerant clover are in the works.
- iii. Carol and Kathy request permission to plant a tree and, if so, the kind of tree members would recommend. Members share comments.
 1. *The planting of a tree is a lifetime commitment.*
 2. *The planting of a tree requires adequate space for vertical growth and root system.*
 3. *The planting of a tree causes a loss of space for events.*
 4. *Be cautious with regard to tree types that are not insect and disease resistant, for example, the oak tree being susceptible to the lace-wing bug.*
 5. *Bobbie Paredes reminds members that Jeff Hogan, in an initial dialogue, was not open to planting additional trees. Bobbie will present the idea to Jeff again and specifically inquire about the possibility of planting an ornamental tree and native plants.*
- iv. Carol and Kathy also share interest in placing oversized bales of hay in the greenspace.
- v. Fallon Kraxberger compliments and thanks Carol and Kathy on the great improvements that have been made so far.

4. TREASURER REPORT

- A. Fallon Kraxberger reports current balance at approximately \$2,400 with an additional \$234 coming in.
- B. Festival expenses total \$1,043.
- C. Monetary (not in-kind) earnings from sponsorships total \$3,030.
 - i. Sharon Flaherty \$150
 - ii. Eleanor Hunter \$500
 - iii. Vinyl Tap \$1,030
 - iv. Harrison Properties \$250

- v. US Bank \$500
 - vi. East Side Athletic Club \$100
 - vii. Moonlight Café, Boutique & Gallery \$500
- D. Bobbie Paredes will send out thank you notes to all of the sponsors.

5. NEW BUSINESS

A. New Urban High School After-School Program

- i. Pastor Heather reports church worked out an after-school program with the North Clackamas School District.
- ii. The program will be open Monday-Thursday afternoons 3:00-5:00 PM. Volunteers are not obligated to participate every day.
- iii. Volunteers are needed in certain sports such as intramurals for basketball and volleyball.
- iv. Volunteers are also needed to teach certain skills such as cooking basics, making a website, budgeting, writing a resume, sewing a button, changing a tire, hemming pants, completing tax forms and mastering interviews. These classes will be rotating and will only be a short-term commitment.
- v. If you have expertise in other skills that you believe would be helpful for high school students, inquiries about volunteering or are able to volunteer, contact Pastor Heather at the church.
- vi. Fallon extends a special thank you to the church for all they do to support HDOG and the community.

B. HDOG Support

- i. Fred Meyer Community Reward Program
 1. Fallon Kraxberger recently signed up HDOG to be listed with the Fred Meyer Community Reward program. This is an opportunity to earn donations for HDOG from Fred Meyer.
 2. Fred Meyer matches rewards accumulated on your FM Rewards Card.
 3. You can link your Rewards Card to HDOG by going online. Note: As of August 28th, HDOG is yet to be listed on their website. If needed, check back periodically.
- ii. AmazonSmile
 1. **AmazonSmile** is a website operated by **Amazon** with the same products, prices, and shopping features as **Amazon.com**.
 2. The difference is that when you shop on **AmazonSmile**, the **AmazonSmile** Foundation will donate 0.5% of the purchase price of eligible products to the charitable organization of your choice.

3. *You can select HDOG to receive donations by going online at smile.amazon.com. Under "Your Account," find the link, "Your Amazon Smile." Note: HDOG is currently listed on their website.*

C. McLoughlin Area Business Alliance (MABA)

- i. Jan Lindstrom recommends that HDOG considers joining the McLoughlin Area Business Alliance, an organization of local business owners and operators, and designates this task to the Economic Restructuring Committee.
- ii. MABA has several members who are representatives with the McLoughlin Area Plan Implementation Team (MAP-IT).
- iii. To join, we need to apply to NextDoor.com. There is no charge for membership.

6. SOCIAL MEDIA

- A. Pixie Adams advises members that social media is the single most advertising option for HDOG.
- B. Check out a photo album on our Facebook page of 80 photos captured at the festival by "Explore The Moment Photography," HDOG's official event photographer. Be sure to share the album with your social media.
- C. Pixie is working on tagging businesses. She requests members to make comments on businesses.

MEETING ENDS: 12:30 PM