

SMILE Board Meeting Minutes

March 17, 2021

Via ZOOM videoconferencing

Main Website

Procedural

www.SellwoodMoreland.org <<>> www.SMILErecords.org

OFFICERS PRESENT: Simon Fulford, President; Bob Burkholder, Vice President;
Pat Hainley, Treasurer; Eric Norberg, Secretary

BOARD MEMBERS PRESENT: Elaine O’Keefe, Jim Friscia, Juliana James, Neal
Spinler, Priyesh Krishnan

ALSO ATTENDING: David Schoellhamer, Spencer Williams, R. Corless, Tom Brown,
Vikki DeGaa

Due to social distancing measures ordered by the State of Oregon to avoid spreading the COVID-19 coronavirus, this meeting was conducted online using the ZOOM application, with advance notice of the meeting having been made online – advising how any interested persons could join it by requesting the admission code; and, as noted above, a few did.

President Simon Fulford called the meeting to order at 7:33 p.m., and – observing the presence of a quorum – began the meeting by presenting the agenda, and then by inviting a review of the minutes of the February 17 SMILE Board Meeting. After that review, Elaine O’Keefe moved that the minutes be approved as presented; Jim Friscia seconded the motion; and after the vote, Simon announced the motion as having carried unanimously.

After that, Fulford introduced SMILE Land Use Committee Chair David Schoellhamer, who was present to offer new testimony from the committee to the City of Portland concerning the “Design Overlay Zone Amendments” (DOZA), as they stand now in the city’s deliberations. David went over the key testimony sent to Board Members in the last week, which is incorporated into these minutes by reference. The testimony focuses on design standards, and seeks to incorporate, as an option, the “Sellwood-Moreland Main Street Design Guidelines”, which we and several other neighborhoods want to have available as an option in their own neighborhoods. Elaine O’Keefe offered high praise to David and his committee for their ongoing “outstanding work”, and Simon Fulford agreed. Simon then offered a motion that SMILE adopt and forward to the city the proposed testimony; Eric Norberg and Neal Spinler seconded simultaneously; and the motion carried unanimously.

President Fulford called for a report from the new SMILE Communications Committee. Neal Spinler pointed out that SMILE already has a “MailChimp” account, but we need to upgrade it to the paid version to make it flexible enough and able to reach the quantity of recipients it needs to – and, with nonprofit discounts, that should cost about \$30 month. He asked for Board approval of this expenditure. Treasurer Pat Hainley said this amount, or \$360 a year, poses no problem, so the acquisition of a paid MailChimp account will proceed. Neal also reported that Southeast Uplift has approved the entire \$500 communications grant we had applied for (we have gotten this each year in the past, but it previously was \$1,000); we need to provide some documentation on how it was spent this year – a new requirement. We also have applied for a second available \$1,000 grant, earmarked for a postcard outreach

to the neighborhood, but that grant request is still under review, he said. Spinler added that the Communications Committee will bring to the Board new e-mail procedures for the new SMILE Board custom e-mail addresses in the near future.

Continuing the Communications Committee report, Jim Friscia said that there is interest in our recording our ZOOM meetings and making them available to the public – “or the General meetings, at any rate” – and keeping them available for at least one month. Simon said he is in favor of this idea, and Elaine said it sounds do-able – but we will need to establish procedures. Pat Hainley was also in agreement. The committee will move forward with this idea at Simon’s request. There was general Board agreement that this should be limited to our General Meetings at this time, and that they should be made available only until the next General Meeting. Pat Hainley moved that SMILE proceed with this idea, Juliana James seconded the motion, and the motion carried without objection.

Next, President Fulford called for a report from the new SMILE Events Committee, and again Jim Friscia took the floor. He said that Kris Heiberg, the perennial lead organizer for the annual Neighborhood Cleanup, is uneasy about the third Saturday in May date for resuming the cleanup, and might prefer a date much later in the year – such as August or September. Jim said he would be getting together with Kris to discuss this further. (Juliana James said she would prefer it be in the fall, to avoid possible wildfire smoke conditions.)

Jim said that some neighborhood music programs are under discussion for 2021. PP&R may offer local pop-up concerts here, using artists who were to perform at the Summer Free for All “July Mondays” concerts last year before those were cancelled due to the pandemic. But, those would be impossible for us to plan around, since they are to be unscheduled and unannounced pop-up concerts, if they occur at all. But we may have events like these of our own, in cooperation with SMBA and the Sellwood Community House, under a coordinated “summertime” theme. These events do not have to be all music, he said; some could be art events, others might be kids’ events, etc. Tom Brown, founder of the Sellwood Westmoreland Business Alliance (now SMBA), was present in the meeting, and pointed out that Erik of Sellwood Cycle Repair is planning a second annual “CycleCross” bicycle event, once again at Oaks Park, on October 8-10, and SMILE should be aware of this “very successful” neighborhood event. Tom has been meeting with him about it.

The annual SMILE Board Election is scheduled for the May 5 SMILE General Meeting; the Board was divided on whether to proceed with that date, or to move it to the June 2 General Meeting to allow more time for volunteers to prepare for and promote it. Eric Norberg pointed out that our Bylaws require it be in May, and he said he felt there was plenty of time to get it done in May. President Fulford favored the June date, as did Elaine O’Keefe, but went on to assemble a new SMILE Election Committee from volunteers – including Vikki DeGaa, Elaine O’Keefe, Juliana James, and Eric Norberg. This committee will meet further, virtually, to plan the election and fix the date. We will coordinate it with the new Southeast Uplift leadership, since Uplift must supervise the election, as well as the ballot count.

The final agenda item was a discussion of illegal encampments and violent assaults associated with them. A specific event was discussed. No decision was reached.

President Fulford adjourned the meeting at 9:01 p.m.