

## PORT ANGELES DOWNTOWN ASSN BOARD OF DIRECTORS MEETING Minutes

June 8, 2020

**6:15 pm location: Cabled Fiber & Yarn with additional participants via Zoom**

**Note:** Technical difficulties with sound made some conversations difficult to document

Meeting called by April Bellerud, President

**Attendees:** April Bellerud (President), Beth Witters (Vice President), Eric Brown Treasurer, Denise Buchner, Paul Beck and Edna Peterson

**Guests:** Mark Abshire (PA Chamber), Allyson Brekke (City of Port Angeles), Mike French (City Council) Jim Haguewood, Porter Funston, Marianne Condrup, Matt Miller, Christopher Wright.

**6:15pm Welcome Call to Order**

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**Public Comments:** Christopher Wright spoke about doing a downtown Podcast to be presented on social media showcasing what Downtown Port Angeles has to offer. Hopefully will begin mid July.

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**Approve Minutes April 2020:** No Action  
**Approve Financials April May 2020:** approved

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### Old Business

- 1. Bylaws revision** Bylaws revision and ballot will be sent out by regular mail to membership.
  - 2. July newsletter suggestions:** none made
  - 3. Review May ads in PDN Sound Media Contract:** The PDN is going to double the advertising available to the PADA in June for free.
  - 4. Survey of the public:** What would make customers comfortable return downtown to shop? April has a sample survey from Main Street that she will email to the board to review. Board members reported that there is some confusion on Phase 2 opening regulations
  - 5. Plan date for Christmas tree/wreath clean and rejuvenation.** A survey will be created asking for volunteers to restring lights and clean and sent with the newsletter.
  - 6. Budget:** Eric has been reviewing our financial situation. PADA will discontinue contract with the Elks for storage, He is looking at some of the Arts and Draughts finances. Insurance – how much do we need if we are not in contract with the city and not doing Arts and Draughts this year (may be able to reduce from \$1300 to \$400) but liability may not be enough.  
Bird abatement is being put off for a few months. He will be contacting people outside the PBIA to see if they want to be involved.  
Allyson said that the insurance is a set amount if we were going to go forward with a contract with the city. Allyson will find out the amount that is currently in the PBIA account. It is complicated as to how it can be used.
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## New Business

- 1. Chamber Future of Downtown Port Angeles Proposal 5 year plan:** Allyson spoke of the history behind the proposal to the city. The Chamber proposal fits in with the City's Comprehensive planning process. Questions from the board: is this the best use of the funds, have the members been asked how the money should be used, Should the PBIA tax go away and start fresh with a different tax that current members could buy into. Mark Abshire spoke of a series of discussions that have been going on for the past year about how the downtown will look 5-10 years from now. He stressed the importance of consensus and how to optimize investments currently going on with new construction. He believes that the Chamber has the "recipe" to make this happen. Communication and involvement is a part of the plan. Where do we want to go and how will we get there? This will be locally produced, no consultant is planned from outside the area. 6 months of discussion and meetings before the vision will be complete.

Jim Haguewood spoke to the importance of doing planning now as we have unprecedented growth in Port Angeles with major projects (Elwha Hotel, Performing art Center, Landing Mall, Harbortown Mall, Swimming Pool, upgrade to Red Lion, renovation to the building housing The Rail, the Dupar project, Marine Life Center and Elwha Cultural Center). As leaders we need to be ahead rather than reacting to these changes.

April voiced concerns that this is an uncertain time with the COVID and that businesses were having to work extra hard maintain their business. She is concerned that at this particular moment it may be hard to get buy-in to the program. She recommended that any inclusive meetings be held outside normal business hours to get the most participation from business owners. She also suggested that outside consulting would be a good idea and that all of the \$40,000 does not need to be allocated up front, but spaced out a parts of the program proceed. She recommended that Main Street be considered as a partner in the process.

Mike French spoke to the value of online meetings for this process and spoke of the success that the city has had in public attendance.

Eric voiced his concern that businesses have a chance to say how the PBIA funds are going to be spent. Mike explained that the City Council has the authority to make those funding decisions and that the public (PADA members) should send in their concerns and comments as part of the council's decision making process. Mark Abshire explained that the proposal is actually meant to reach consensus, but that the Downtown Association needs to have its own voice in a larger Chamber mission. Allyson confirmed that the best way for people to be heard is to make public comments for the public hearing on the contract.

- 2. Downtown Plantings** April asked on the status of tree replacements downtown as this impacts planning Downtown holiday tree lighting. Flowers will not be planted by the city this year. PADA will look at ways to plant the flowers this year. A survey will be sent out with the next newsletter.
- 3. Touchless handwashing stations** no discussion
- 4. Christmas tree?** no discussion

## Representative Reports

a) **City** –Allyson Brekke, City Planner. City contracted with the Buckston Company to provide Data to help improve business profitability through targeting and marketing. Uses visitor profile as well as non visitor (local) on how money is being spent in the community. She will work with April on how to use the information provided. She hopes that this will help with the COVID recovery effort.

b) **PA Chamber - Mark Abshire** Downtown walking maps will not be reprinted this year. The Chamber will distribute the old ones for now and update maps by January 2021.

c) **PA City Council – Mike French** talked about the incident in Forks with visitors from Spokane being harassed.

d) **PABA-** Paul Beck No report

e) **PA Forward** -Beth Witters No report

f) **Arts Council – Beth Witters** New Sculpture downtown and call for artists through the Fine Art Center. Printing rack cards will be delayed.

#### **Standing Committee reports**

a) **Arts & Draughts (indefinitely on hold)**

b) **Promotions** No report

c) **Design** Committee assignments No action

d) **Business Support** Committee assignments: No Action

e) **Clean and Safe** No report

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**Additional Comments and announcements** None

**Motion by Eric Brown 2<sup>nd</sup> by Beth Witters to adjourn Voted and accepted Meeting adjourned: 7:47**

**Submitted**

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**Beth Witters (Acting Secretary)**

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**Date of Approval**