

PORT ANGELES DOWNTOWN ASSN BOARD OF DIRECTORS MEETING

Minutes

February 10, 2020

6:15 pm location PADA office, Harbortowne, 222 Lincoln, Suite 107

Meeting called to order by April Bellerud, President

Attendees: April Bellerud (president), Beth Witters (vice president), Eric Brown (treasurer), Denise Buchner, Edna Peterson, Paul Beck, Brian Winters.

Guests: Charlie McCanahan (City Council), Mike French, Christopher Wright, Chris Fidler, Steve Hargis, Laurel Hargis

6:15pm Welcome Call to Order April Bellerud

Public Comments: Member Christopher Write owns Old School Media and is interested in helping to market downtown, particularly in light of its current "renaissance". The Farmer's Market will have a Chili Fundraiser Saturday the 15th at the market from 11-2. Charlie asked that agenda be sent out earlier. Chris Fiddler talked about future plans for the WaterFront Center. Website <https://fieldhallevvents.org/groundbreaking/> show webcam of progress

Board Comments:

April briefly reviewed the history and current goals for the Downtown Association and current and future projects.

April received concerns from downtown businesses about employees and residents parking on the street. City is in the process of hiring two part time code enforcement to review parking issues. Mike French suggested public comment at City Council would be helpful.

Old Timers Car Club asked if we would consider 1st Street instead of Front (Mid July).

Concerns from past problems were mentioned.

The Board may want to consider budgeting for snow and ice removal, especially sidewalks.

(Mike French said that City Council will be discuss snow removal in a work session in March)

Financials Edna made a motion and Brian Seconded to approve the January and February 2019 financial statements. Approved

Old Business

1. **Bylaws revision:** The board will meet February 24 6:15 to review proposed changes and present to the membership
2. **February and March newsletter suggestions** As soon as possible. Art of Cinema (possibly Elks).
3. **Plan for utilizing advertising program per month,** Denise reviewed what we have been doing. Currently working on a Valentines Galentines page. Promotions will be meeting to create a long-range plan for forthcoming ads. Edna asked how we can gauge return on investment from ads. How are we reaching out to Victoria audience? Digital marketing is an option available that will target specific audience. July 1st will be topping off of the WaterFront Center, and this may be something to market.
4. **Continue discussion of 2020 options/projects and decisions.**
 - a. Arts and Draughts is still up in the air. Conflict with other events includes Poulsbo in 'September and Sasquatch Fest the last weekend in August. Gastropub may still be setup at the Lefties at that time. Group hasn't met recently due to weather.

- b. Christopher Wright mentioned wanting to do a video that features what's happening downtown. Shoot would be at the fountain with all merchants downtown involved. What tag line does downtown want to use that we can build on. Need to coordinate this with Chamber and other community groups
 - c. International Track and Field will be in Salem Oregon and we may want to look at promoting the area. Mike discussed what the Washington State Tourism might be in
 - d. Edna and Eric explained about ongoing expenses we anticipate: Seagull abatement, Insurance, Lights for Trees during the holidays.
 - e. Ideas for the future: Flashing crosswalks (Like what is by Westport), Speed Checks, Skylines across First and Front during the holidays. Replacement of current holiday decorations. (note: current decorations are in the basement of Cabled Fiber & Yarn and need to be refurbished before next year —Volunteer opportunity)
 - f. Christopher how do we want to promote downtown to take advantage of the new opportunities. How do we market to Victoria?
5. **Set up 2020 kick off Membership Meeting:** Potentially in March. Opportunity to meet your neighbors and bylaws. Venues were discussed, and April will follow up. Speaker could be from Waterfront center, Lower Elwha, Police re neighborhood Watch, New paramedic from Fire det.
 6. **Skyline update** April has talked to the city about city staff setting up and taking down
 7. **Board member nominations:** Elections are postponed until bylaws are revised. Potential candidates were discussed

New Business

1. None

1. Representative Reports

- a. **City** –Allyson Brekke, City Planner No Report
- b. **PA Chamber** -Paul Beck No report. Board meetings Wednesday 8:30 at Art on the Waterfront former location.
- c. **PA City Council** – Charlie McCaughan & Mike French. Discovery Trail had another slide, the City is evaluating long term solutions. ~~Wayfaring Signs are complete, so there may be action soon.~~ **Wayfaring design is complete and will be going out for bid soon.**
(correction 3-9-20)
Trees: April mentioned that an Arborist needs to be hired to trim trees that block speed and other signs.
- d. **PABA**- Paul Beck No Report
- e. **PA Forward** -Beth Witters Has not Met
- f. **Arts Council** – **Beth Witters** Has not met, but she heard that more is going to happen with the art walk once the Landing Coop is finished with their remodel.

2. Standing Committee reports

- a. **Arts & Draughts** No Report
- b. **Promotions** No Report
- c. **Design** Committee assignments No Action
- d. **Business Support** Committee assignments. No Action
- e. **Clean and Safe** No report

Meeting Adjourned 7:32

Beth Witters (Acting Secretary)

Date of Approval