

**PORT ANGELES DOWNTOWN ASSN BOARD OF DIRECTORS MEETING  
Executive Session and Work Session**

**Minutes  
May 12 2020**

**5:15 pm location PADA office, Harbortowne, 222 Lincoln, Suite 107 & via Phone**

Meeting called to order by April Bellerud, President

**Attendees:** April Bellerud (president), Beth Witters (vice president), Eric Brown (Treasurer), Denise Buchner (phone), Brian Winters, Edna Peterson

**5:45pm Welcome Call to Order April Bellerud**

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**Financials.** The board discussed how to handle the funding for the remainder of the year and to set priorities including reopening plans after COVID:

Marketing

- PDN Sound Advantage. There are extra bonus ads (6 instead of 3) to use up before our contract ends at the end of June. Recommendation: Use the current month to advertise who is open. Do not pay for the final month of the contract unless things change. Eric will provide an accounting for what has been spent on advertising (outside of Arts and Draughts) to ask for PBI A funds.
- The restaurants have had publicity on who is open etc., not retail. Combine this into one or two Double ads with Sound Advantage. The PDN is offering a SHOP LOCAL full page with ad \$90 full color 2 x 4
- Prepare an article for the paper about downtown reopening. Edna will spearhead this. Contact the Newsroom / Leah Leach Editor and Terry re editorial article. April has a list of who is doing what. Community interest piece on how stores are keeping their customer's safe.

Financial Considerations

- Phone: \$45 per month and April has had no calls the last couple of months. It was recommended payments continue on the phone as this one more line of communication with the membership and public. Check that the PADA phone number is correct in all print directories.
- Elks Storage. Building is closed. Contact them about taking things to Cabled Fiber's basement or the office.
- Move office to a less expensive (and more visible) location? Space available in the Falls Building. April will check that it is still available.
- PADA needs about \$4000 a year for basic expenses. Without a contract with the city insurance expense could be reduced. Arts and Draughts is a big expense. Would liability need to be matched if there was no contract for PBI A funds?
- Bird abatement is in the spring with nest removal in the fall. This is a logical PBI A expense.
- Winter lights \$7000 - \$8000 expense. Last year PADA used left over lights for the main tree, this year they will need to be purchased. This is in the 2020 budget right. A work party is needed to refurbish the existing hangings this summer.

- Flowers downtown. Are these in danger for this year? Is this something that PBIA could pay for this year only. Request the money and give it back to the city to make it clear that it was Downtown funds being used.
- Holiday Lights and Flowers are essential for a positive view of downtown by locals and tourists alike.

Future Plans

- Is this the time to do away with the PBIA? City has waived fees for two quarters this year, so less money will be available. If a new PBIA is established, there would have to be a % buy-in to make a new agreement. Potential to increase the size/boundaries of the PBIA and funding base. If a new downtown business group with smaller dues was established, there may be greater participation.
- Moving forward with growth of downtown. How would a plan be created? For instance: are “chain” stores downtown desirable? How would types of businesses be controlled with building owners making the decisions? Where would the time/money to develop this plan be found? Hire researchers? What about the City Comprehensive plan and who will be on the committee that works on the subset for downtown?
- 5 Year plan: this year’s goal was better communication with website, newsletter, public meetings. Measurable with scheduled meetings, updates to website, number of newsletters and Sound Advantage. What’s the next goal? Flowers downtown, better holiday lights? Even without PBIA funding, sponsorship grants and lodging tax are funding options. Set a calendar along with goals.

Reopening Strategies post COVID

- Share best practices from various agencies, and membership. Contact businesses for their reopening plan, keep members informed on marketing opportunities (Google, ads in the PDN etc)

**Meeting Adjourned 7:05**

**No Action Taken**

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**Beth Witters (Acting Secretary)**

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**Date of Approval**