

VILLAGES AT MT. HOOD  
BOARD OF DIRECTORS

Minutes  
May 5, 2009

Chair Bob Reeves called the May monthly meeting of the Board of Directors of the Villages at Mt. Hood to order at 4:08 pm at the Hoodland Fire District meeting room, 69634 E. Hwy 26, Welches, OR.

Attendance:

- ❖ Committee Members Present: Robert Baker, Bob Reeves, Pat Sharp, Pat Buckley, Judith Norval, Rick Applegate
- ❖ Excused: Brigitte Romeo, Shirley Dueber, Nancy Dougherty
- ❖ Absent:
- ❖ Staff Present: Christine Roth (County Liaison), Kate Roth (Recording Secretary)

Approval of Minutes:

Minutes from April Board of Directors meeting were presented for review. Pat Sharp moved to approve the minutes and Robert Baker seconded. Vote: approved, 6 – yes, 0 – no, 0 – abstain.

Communications:

Bob Thurman's letter was discussed and Rick Applegate asked about including the letter in the record, and because the Villages were copied on the letter the consensus was to not include the letter in the minutes and include it as an attachment instead.

County Liaison's Report:

- ❖ Christine Roth reported that the draft of the postcard announcing the May Town Hall was almost ready, and the postcard would be sent the next week. Clackamas County's Public and Government Affairs pay for the postcard and the County also pays for postage. A draft copy of the postcard was circulated for the Board and citizens to view. Additionally, there will be about 2900 names that will receive the card. Carol Burk from the Chamber of Commerce will send e-mail to Chamber members on a designated date that is an e-copy of the postcard.
  - There will also be copies of the card at the work session, and the information on the postcard (date, time, location, topics, etc.) was also sent to media and newspapers.
  - Rick Applegate stated that postcards with the designate "resident" are sent to business and homes as well. He raised the issue of future mailings with the idea of sending out a package style folded letter or a similar idea with a bulk mail permit.
    - Gary Randall added to the conversation by stating that a bulk permit and the cost will depend on the size, quantity and number of zip codes of the cards.
    - Robert Baker added that in a mailing it is all about layout and if is possible to share a bulk mail permit.

- Connie Scott said that the Chamber could send out e-mails with information on designated dates if asked.
- ❖ Christine Roth also reported the Complete Communities Congress is coming up on the 16<sup>th</sup> of May. It will be a half day (8 am to 12 pm) and will be at Clackamas County's Gregory Forum. The topic for the Congress is what makes a healthy community.

Unfinished Business – Scenic Byways:

There was no Scenic Byways update due to Nancy Dougherty's absence. Christine Roth will be printing off the plan for the Board to view at the Work Session. Judith Norval asked if it was possible to get the changes that occurred in the process from the 90 percent version to the final version, and Christine Roth said that it would be extremely difficult to do so.

Unfinished Business – Main Street Program Update:

- ❖ Robert Baker updated the Board on the most recent meetings. First, he reported that Jamie Johnk from Clackamas County's Main Street Program attended the Chamber meeting and many people from the Chamber signed up for committee work. A business Town Hall is currently being scheduled. Robert Baker also reported that he has talked to the independent business community. Robert Baker added that the U.S. Forest Service should be contacted to see if the Forest Service could help with the program kickoff.
- ❖ Bob Reeves said that the City of Sandy planning director was at the Chamber meeting and was enthusiastic about the program.
- ❖ Carol Burk said that Sandy is excited about its own Main Street Program.
- ❖ Christine Roth told Jamie Johnk that the group is ready for the Town Hall.
- ❖ Pat Sharp asked if the next date has been scheduled and Christine Roth said not yet.
- ❖ Christine Roth added that the Timber Lake Job Corp has people willing to do wood sign work and the materials would be the only cost.

Unfinished Business – TAP Update:

- ❖ Coni Scott was asked to present a brief update on the grant process. Coni reported that the TAP group received \$49,000 worth of applications for \$30,000 of money. The applications have been narrowed down and have been sent in for consideration. The Task Force, a short length task force, will consider the disbursement. The Tourism and Cultural Affairs will be appointing a task force for the tourism and visitor center.
- ❖ Christine Roth said that the accounting is done by Clackamas County and there was no need for an appointment.
- ❖ Rick Applegate said that there appointment to the Board should happen annually and that he expected there should be annual appointment.
  - Christine Roth said she would check on the issue
  - Pat Sharp asked what the annual appointment is and Robert Baker responded. Robert Baker stated that there is an annual \$30,000 grant from Tourism and Cultural Affairs. The cities make appointments on who manages the money, and the Villages was the organization that oversaw the implementation of the grant in for the area.

- Coni Scott said that Rick Applegate was correct on that part. Linda Bell, Clackamas County Tourism, said to use the letter from last year. Coni said that Linda should talk to Christine and the Board of Directors because the Board could authorize the previous letter.
- ❖ Rick Applegate said that the Board should talk about the letters and draft a new letter. He stated that he was not ok with sending last year's letter.
  - Robert Baker said that the appropriate time to discuss the issue would be the next regular meeting because the new Board will be in place then.
  - Christine Roth said that the letter could be reviewed at the work session.

Unfinished Business – Logo:

- ❖ Gary Randall presented the draft logo. The basis was the cache envelope and he developed that further for the logo. He asked the Board for feedback.
- ❖ Bob Reeves thought it looked good and Gary Randall said that if anyone would like it to be modified for use he could do that as well.
- ❖ Judith Norval asked if they would be sharing with the Villages “of” Mt. Hood.
- ❖ Rick Applegate stated that the branding needs to come before the logo, and each group needs to have a community brand. He argued there should be one goal and approach, with an inclusion of all stakeholders and changes as needed to formal structures. He added the Board of Directors should provide leadership.
- ❖ Gary Randall said that one logo could be used in the interim and until the community is ready to adopt a final logo.
- ❖ Robert Baker said that the issue goes along with the Main Street Program and Scenic Byways because it gives an opportunity for coming together. A logo could meld the group and it can get a group together.
  - Gary Randall said that Main Street could help build the character needed.
- ❖ Rick Applegate would like to see from the Villages at Mt. Hood to the Villages Of Mt. Hood and that the Villages needs the leadership role.
  - Judith Norval asked if the Villages of Mt. Hood would want the Villages at Mt. Hood involved with them and the two could share a logo. She also said that she would like both groups to work together.
  - Pat Sharp asked what the logo looked like and suggested that Gary's logo should be used in the interim because it could take at least a year for the discussions to occur.
- ❖ There were common questions among Board members about who owns the logo of the Villages of Mt. Hood and who has the authority to make decisions the logo.
- ❖ It was suggested that since the two organizations have different missions that each needs its own logo.
- ❖ Pat Buckley stated that he does not want an interim logo and would like to see one logo for the groups.

Robert Baker made a motion to accept the logo as Gary Randall has drawn it and Pat Sharp seconded the motion with the intent for the logo to be interim.

Vote: motion does not pass, 3 – yes, 3 – no, 0 – abstain.

Coni Scott that fact-finding is a good idea because she argued that the Villages *at* Mt. Hood do not want to take on the mission of the Villages *of* Mt. Hood and that of the TAP group.

### New Business – May Town Hall:

- ❖ Following a short discussion on cake the Board decided not to have one at the Town Hall.
- ❖ A point of clarification: Shirley Dueber is running for the Board. Her application is in and has been sent to the Board of County Commissioners (BCC). She did get an application to the Mountain Times.
- ❖ Rick Applegate suggested that for the future that there should be a component that has citizenry questioning the candidates.
- ❖ Doug Saldivar went to the chamber meeting and would like the option to make a statement.
- ❖ The Voter's Guide will be sent out and the deadline will be either May 18<sup>th</sup> or 19<sup>th</sup>.
- ❖ Bob Reeves said the application needs to be improved upon.
- ❖ George Wilson asked about the bio for the Mountain Times and why Shirley Dueber's was not included.

### Annual Report:

- ❖ One week from Wednesday on the 6<sup>th</sup> will be the annual meeting with the BCC at the Hoodland Fire District Station. All of the Board members at the meeting committed to attending the annual meeting. The draft of the report will be sent out soon for Board member comment.
  - The Annual Report will include committees, what has to be done and successes.
    - Rick Applegate would like to see one or two goals or items to ask for included. He would also like to see work on the Miller Road Quarry being closed and if the County could provide support.
    - Pat Sharp would like to brainstorm on what is most important.
- ❖ Rick Applegate would like to see Clackamas Count give resources if possible and a guide on the next steps forward on the quarry.
- ❖ Bob Reeves said that the new Board is receptive and is listening to community issues, including those of rural areas.
- ❖ Robert Baker would like to see a written document on what has been accomplished. He would also like to see the BCC be asked what the BCC would like from the Villages.
- ❖ Rick Applegate wants the BCC to understand that the Villages' Board of Directors wants to be informed on decisions and that the Villages would like to convey its opinion.
- ❖ Robert Baker reported on a meeting with Commissioners Austin and Bernard. It was one hour long and concerned the safety letter. The meeting was a result of a conversation at the CPO Leaders' meeting. The BCC is open to talking and would like to see the discussions on safety continue. There could be real impact on what is wanted. Also, he added that the Villages now have a whole vote on the Clackamas County Coordinating Committee and on REACT. He also added that there are no hidden agendas and everyone is dedicated to making the group viable.

### Board Member Comments:

- ❖ Robert Baker felt good about the meeting with Commissioners Austin and Bernard. He would like to have Christine Roth e-mail the group.

- ❖ Pat Sharp said that the keys to the goals are identity and safety. Christine Roth said that is in line with the BCC goal of increased communication.
- ❖ Rick Applegate would like to hear suggestions on safety. Robert Baker said that the BCC have talked to the Sheriff.
- ❖ Judith Norval said that the Mountain Express Line dinner made \$1200 to \$1300. The second fundraiser that was scheduled to be art/wine/music festival will be something else due to the economy.
- ❖ Pat Buckley said there still will be a meeting with the deputy Sheriff.
- ❖ Bob Reeves said that because of increased transparency there has been a change in attitude and one such change is that Oregon State Representative Suzanne Van Orman's (D- 52) staff asked about having her attend the Town Hall. Bob also added that Mountain Express rider ship is over 1300 people.

Any Persons to be Heard:

- ❖ Keith Schacher had two comments. First, he added on to what Robert Baker said by saying that what people need to prove is cooperation. Secondly, communication at the Mountain Times has been an issues because Dave Schmidt had many errors in his article and the Villages need people to listen and pay attention because few people do.
- ❖ Gary Randall said the Villages need a website and that would be one way to improve communication. He also said that the Villages of Mt. Hood have a webzine and he had contributed an article that highlighted the involvement with the sesquicentennial celebration.
- ❖ George Wilson seconded what Gary Randall and Keith Schacher said. He would like to see the Villages have a website to get word out. He would also like to see the Board change meeting times to increase attendance.
  - Doug Saldivar asked if attendance was better at later meetings.
  - Robert Baker said that people need to choose to come
  - Bob Reeves said that there was a need to establish a specific time and date that was regular to have better attendance and information.

The meeting was Robert Baker's last meeting and he said that this was a hardworking board, and that it was an honor to serve. He also said that he was happy with the discussions that there are no hidden agendas, and that it is always transparent, and the people's business is number one.

Adjournment:

Chair Bob Reeves adjourned the meeting at 6:00 pm.

Respectfully submitted,

Kate Roth  
Recording Secretary