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VILLAGES AT MT. HOOD
BOARD OF DIRECTORS

Minutes

May 4, 2010

Chair Bob Reeves called the May 4th meeting of the Board of Directors of the Villages at Mt. Hood to order at 4:02 pm at the Hoodland Fire District meeting room, 69634 E. Hwy 26, Welches, OR.

Attendance:

- ❖ Committee Members Present: Rick Applegate, Pat Buckley, Shirley Dueber, Judith Norval, Bob Reeves, Brigette Romeo, Doug Saldivar, Pat Sharp, George Wilson
- ❖ Excused:
- ❖ Absent:
- ❖ Staff Present: Christine Roth (County Liaison), Kate Roth (Recording Secretary)

Approval of Minutes:

The April 22nd Board of Directors minutes were presented for review. Judith Norval made the motion to approve the minutes as amended. Pat Sharp seconded the motion.

Vote: approved, 7 – yes, 0 – no, 0 – abstain. Not present at vote: Rick Applegate, George Wilson.

Treasurer's Report:

Treasurer Pat Buckley reported that once the quarterly check is deposited the Villages at Mt Hood would have \$2,506 available.

Communications:

Pat Sharp reported that the new Brightwood Postmaster, Aaron Pierson, called her to invite the Villages Board to his swearing in ceremony at the Brightwood Centennial celebration. The swearing in would be at three pm.

County Liaison's Report:

- ❖ Christine Roth reported that the budget process is ongoing, and the final studies are beginning with approval expected around the 24th of June.
- ❖ There is no new tourism director yet, and the County may try to fill the position soon.
- ❖ Christine Roth reported that the postcard for the May Town Hall will go out to around 1,800 addresses, and she will have around 100-150 extras for the Board to distribute. The postcards would be mailed on Thursday, and the previous problem with post offices boxes should be fixed.

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Unfinished Business – Welches Road Second Reading:

Shirley Dueber reported that she is still waiting for answers and a call back with information from the County.

Doug Saldivar moved that the Welches Road Action Plan be accepted. Shirley Dueber seconded the motion.

Vote: approved, 9 – yes, 0 – no, 0 – abstain.

Unfinished Business – Mountain Express Plan Second Reading:

Bob Reeves reported that the budget will likely allow for the bus to stay running.

Pat Sharp moved that the Mountain Express Action Plan be accepted. Judith Norval seconded the motion.

Vote: approved, 9 – yes, 0 – no, 0 – abstain.

Shirley Dueber reported the Mountain Express fundraiser dinner will be on May 15th not the 8th.

Unfinished Business – Forest Service Collaboration report:

Bob Reeves reported about a meeting he had attended at the Forest Service, and said that there is no sixty percent plan yet. There will be an open house soon when the plan is ready. He also said that the Forest Service is not going to bid on the request for proposals for tourism and visitor services that Clackamas County has because the Forest Service buildings will be under construction and the Forest Service was worried about access. Bob also reported that there would be signage for the business that is awarded the County money.

Rick Applegate said that Linda Bell had previously said that no money for visitor services would go to the Forest Service. He also added that no one at Clackamas County could find an agreement for visitor information services in 2012 for Clackamas and the USFS.

Unfinished Business – Brightwood Centennial:

Brigette Romeo reported that she has not yet received a timeline from Bill. She said Bill expects 200 to 300 people. There will be postal cancellations all day at the Post Office. The celebration will feature cake, and will be served at four between the Post Office and the Mountain Retreat.

Unfinished Business – Town Hall Update:

Bob Reeves reported that Nancy Dougherty will not be doing the introductions. Signa Merz will be doing the introductions. Also, the County Clerk candidates will go before the County Commissioner candidates. The consensus of the Villages Board was to send a reminder to candidates, and to have Ann Lininger and Jim Needham still attend the Town Hall.

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Unfinished Business – Web Site:

Doug Saldivar reported he had studied the tools suggested and said that he has added keywords and search criteria for the website. He also thought that the Villages need more page views for the website to move up in the search result rankings.

Unfinished Business – Tourism Letter:

Rick Applegate presented a draft letter concerning tourism and the County's tourism director position. He said it was a simple letter, and he would like to see the Villages send the letter before next week's TDC meeting. Rick explained the letter, and why he thinks the Villages need to be concerned about the possible changes a new director could make. Rick Applegate said he sent the letter to Tom Anderson from TAP and the Chamber of Commerce, and asked for positive and/or negative feedback.

- ❖ Brigitte Romeo said she thought the issue falls under the TAP committee. She thought TAP should write the letter.
- ❖ Doug Saldivar said that he thought the important issue was tourism. He thought it does not matter who sends the letter. He thought everyone should agree on content with a unified voice, and Shirley Dueber agreed.
- ❖ Bob Reeves said that the Chamber President was out sick, so the Chamber did not discuss the letter.
 - Carol Burk said that the Chamber needs more than one day to review a letter since they have monthly meetings. She also said that she thought the County's changes may not be as big as some think.
- ❖ Rick Applegate added that he did not understand the Villages cautious approach when the Villages would quickly support another organization that wanted to send a similar letter.
- ❖ Brigitte Romeo asked why the letter needed to be sent by Tuesday, and Rick said that TDC might make an important decision then.
- ❖ The suggestion was made to wait until Friday or later to receive feedback on the letter before sending it. Rick Applegate said he would be okay with approving the letter with delay for input until Monday.
- ❖ George Wilson said that the letter was important, and the Villages cannot assume anything about tourism. He thought the Villages should act now.
- ❖ Carol Burk suggested reaching out to the community, and she thought arranging a meeting before writing a letter would work.
 - George Wilson asked Carol what she disliked about the letter, or what she would like to see changed/corrected. Carol Burk said she thought the percentage of transient room tax receipts was inaccurate.
- ❖ Pat Sharp said that she thought the letter preempted the community because it jumps ahead and does not reflect the community's thoughts. She thought it would take away trust from the Villages Board to send the letter so quickly.

Doug Saldivar moved to empower Rick Applegate to take Chamber of Commerce and TAP input, and send it as a joint letter (including other community organizations) and send the letter

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with appropriate modifications. George Wilson seconded the motion. Discussion included how to incorporate feedback.

Vote:

<u>Name</u>	<u>Yes</u>	<u>No</u>
Applegate	X	
Buckley	X	
Dueber		X
Norval		X
Reeves		X
Romeo		X
Saldivar	X	
Sharp		X
Wilson	X	

Total: motion failed, 4 – yes, 5 – no, 0 – abstain.

New Business:

George Wilson reported that the ODOT letter is ready to go, and he would like Board approval for use of the logo. George also agreed to send a copy of the letter to Judith Norval for the log of use of the logo. He also presented a flyer he would like to post in the community, and needs Board approval.

George Wilson also asked if there was information from Dan Zinzer about Cedar Ridge yet. Christine Roth said no.

Shirley Dueber moved that the flyer be approved and then posted. Brigitte Romeo seconded the motion. **Vote:** approved, 9 – yes, 0 – no, 0 – abstain.

Christine Roth said that she is creating a Village and Hamlet brochure, and would like input from the Villages on content/information. She does not need input immediately.

Committee Reports – Green Scene:

Doug Saldivar reported that the Green Scene went pretty well. There was about three and half tons of recycling removed. He said that Rick Applegate suggested certificates of appreciation for volunteers, and Doug said he is considering what he would like to do to thank them. Doug would also like to capitalize on the energy from the event and figure out what to do next. Judith Norval reported that there were \$480 in books sold or 600 books. The Board also discussed whether the Green Scene could become an annual event, and that there was very positive feedback.

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Any persons to be heard:

Judith Norval said that the Women's Club is publishing a cookbook, and she is taking healthy recipes for the new book.

Shirley Dueber reported that the Mexican dinner ticket for the Mountain Express fundraiser would be on sale soon.

Carol Burk said that the Forest Service's Zig Zag Open House was postponed, and the new date is June 8th from noon to seven pm.

Dave Fulton said the Mt Hood Corridor Community Planning Organization is meeting on Thursday at 7 pm at the Community Center.

Carol Burk reported the Bite of Mt Hood was a huge success. The whole community really helped, and the Chamber of Commerce now has a marketing fund to help local businesses. The Chamber is also interested in doing workshops for businesses.

George Wilson spoke about the tourism letter, and said that he would like to see the cycle broken. Rick Applegate responded and said he would like to see the Villages return to the system where each Director had a focus.

Doug Saldivar said that when another important issue arises the Board should consider using phone calls instead of just emails if there is a time issue.

Brigette Romeo said that she as an individual was going to send a letter to Clackamas County about tourism, and encouraged others to send letters as individuals.

Gregory Estes said that this was the first Villages Board meeting he had attended, and that he thought the Board members had their hearts in the same place. He thought the Villages should act when something arises, and understands the caution and cooperation. He also encouraged the board to improve how to communicate quickly.

Adjournment: Chair Bob Reeves adjourned the meeting at 5:55 pm.

Respectfully submitted,

Kate Roth
Recording Secretary