

**Sabin Community Association Board Meeting**, Monday 8 April 2013, 7 pm, Whole Foods, second floor conference room. Attending: Barbara Conable, William Youngren, Jeff Hilber, Diane Benson, Rachel Lee, Clay Veka, David Sweet, Naomi Pusch, Gwenn Baldwin, Michelle Ganow-Jones, Cara Frey, Shoshana Cohen from NECN, Hector Roche, presiding.

**Welcome** to guests.

David Sweet moved to approve the **February and March minutes**. Unanimous.

**Treasurer's Report** by Naomi Pusch. Newsletter printing has been paid for the last three months and new ad revenue has come in. Naomi is investigating which, if any, IRS form needs to be filed. She will speak with other neighborhood associations that are 501C3 and 501 C4 to see what might be appropriate for us.

**Special Presentation about Friends of Last Thursday** by Jeff Hilber. He reported that Last Thursday had a city permit for the first time last September and that FoLT is working on getting permits for the monthly events from now on. The permits will give FoLT, as the permit-holder, the right to summon the police to eject troublemakers.

FoLT also intends to take the event "back to art," starting with having vendor fees for food vendors and non-art vendors. As the second biggest event in the city, after the Rose Festival, and of national repute, Last Thursday could be used to genuinely promote local artists and their works.

Other new policies will also be put in place this year. FoLT will move portable food sales off Alberta into nearby pods with reserve spots, making the work of inspectors easier. Support vehicles will be off the main street and access to Alberta restaurants will be enhanced. The city will continue to provide police and OLCC will become more active, issuing citations for open containers, though FoLT hopes to recruit more volunteers, called Ambassadors, for event supervision to gradually reduce the number of officers required.

The Board reminded FoLT that the biggest effect on Sabin is the heavy, often speeding, traffic and the crush of parking as far south as Sabin School, including obstructed driveways. Hilber replied that the city parking people will be more actively involved in the event in the future.

Acknowledging that problems remain, Hilber anticipated getting affected neighborhood associations together to come up with solutions. He invites anyone with ideas or with problems during a Last Thursday event to call him at 503 329 4756.

Naomi asked about the **OLCC hearing about noise** from the businesses open late. David and Bill praised each other's testimony and reported that Mayor Hales had been present and supportive of change.

Gwenn reported progress as planned on the **Sabin Triangle**.

Cara asked David about **LUTC** support for 14th Avenue zoning change between Fremont and Beech allowing for duplexes and attached dwellings. He replied that LUTC believes it to be, "the perfect location for density, close to the businesses and to public transportation."

The Board unanimously approved Rachel Lee as new chairperson of the Land Use and Transportation Committee and Don Rouzie as the new Sabin representative to NECN LUTC.

David reported that there have been four responses to the SCA newsletter inquiry about the experience of residents in the overlap with Irvington concerning its historic designation. Three favored move to repeal the designation and one asked for information. The Board decided to take no stand on the matter one way or the other for now.

Michelle reported that the **13 May general meeting** planning is underway. The presentation will recap the Sabin Triangle process and describe what will be done in the Engineers Without Borders investigations of the site, including recommendations for next steps. Katy Asher from NECN will run the elections. Clay will present a full slate and nominations will be accepted from the floor. Nine members are required by our bylaws but more may be elected.

A **new editor of the newsletter** is being sought for next year, for which there is one promising candidate. Michelle and Bill stand ready to help as needed.

David thanked Barbara for her years of service to the Board as secretary, for which she is grateful.

Diane asked for a Board review of our “guiding principles” at the summer retreat. She noted that we have focused on our projects (the Sabin Triangle, the Orchard, the garden tour, the cleanup, the welcome team, and Green Streets) more than our eight “goals,” which we had listed as obtaining reliable funding, ensuring authentic community engagement, understanding and meeting community needs, partnering with community organizations, achieving greater diversity on the Board and in activities, engaging and supporting local businesses, promoting emergency preparedness, and reducing the impact from Last Thursday. Diane proposed that in any given year the Board should choose one or two of the goals to focus on for that year. Clay wondered whether we might evaluate the projects we do in light of the goals.

Some changes to the categories were suggested. Michelle suggested adding the newsletter and the website to the list of projects, and Gwenn pointed out that emergency preparedness and reducing the impact of Last Thursday are themselves specific projects and not amenable to general application.

Shoshana reported that **ONI and the coalitions** have been working on the answers to some of the questions Naomi raised about tax status. They expect to have answers soon.

Hector adjourned the meeting at 9pm.

Respectfully submitted,

Barbara Conable

SCA Treasurer's Report  
April 7, 2013

Treasurer's Report:  
Activity since 3/9/2013

Withdrawals: (-\$1,245)  
-\$20 Constant Contact February (e-newsletter)  
-\$1000 to Arborscape for tree removal  
-\$225 for rejected check from newsletter ad (the deposit on 3/8)- should be re-deposited soon

Deposits/Dividends: (+\$675.44)  
+\$225.00 newsletter ad revenue (3/12)  
+\$225.00 newsletter ad revenue (3/12)  
+\$225.00 newsletter ad revenue (3/18)  
+\$.44 dividend

Current balance (4/7/2013): \$4850.72

Notes:

We will see a withdrawal of -\$733.68 Jan, Feb, March newsletters on 4/8/2013

The withdrawal of \$225 was an incomplete check deposited on 3/8, which was in the last Treasurer's report. We should have it re-deposited before the next report.

Treasurer's Update 4/6/13:

I had the action item to file the 990N (e-postcard) for SCA. It turns out that our EIN does not allow us to file because we are not registered as tax-exempt with the federal government.

When I described our organization to the IRS representative from the Purpose section of our by-laws, she thought we would probably be a 501c4, but we have to apply. She said you have to "qualify" to be a 501(c)3 - and it's possible we could, but not clear. Their Publication 557 explains more: <http://www.irs.gov/pub/irs-pdf/p557.pdf>

In order to apply for tax exempt status we will need to supply our by-laws and some document that shows our intent to form an organization - a charter, constitution, articles of incorporation, etc. I have access to our by-laws, but am requesting our articles of incorporation from the Secretary of State's office, unless anyone has a copy somewhere.

The IRS representative said that if we are not registered as tax exempt, we should be filing the 1120 business return. She also said that if we have not filed for 3 consecutive years our tax exempt status could be revoked. And yes, we were required to be filing as of 2007 when they instituted the policy.

I have a call in to Shoshana at NECN to clarify for me what the other neighborhood associations are currently doing, if they know.

SCA Committee Reports  
April 8, 2013

SCA Land Use and Transportation Committee Meeting Notes

April 2, 2013, 4520 NE 19<sup>th</sup> Avenue

Attending: David Sweet, Trent Thelen, Don Rouzie, Kirk Wolfe, Rachel Lee

Updates:

- OLCC—Bill Youngren represented the SCA at the recent hearing on rules for exterior areas. David represented the Noise Review Board. The Mayor also testified, supporting earlier closings.
- Green Streets—We are close to 90% on our plans and should soon be able to put the project out to bid. We hope to do construction this summer with bioswale planting in the fall.
- Irvington Historic District—David has started receiving responses from people in the Sabin overlap. He will report to the Board.
- Apartment Parking—On April 4, the City Council will consider proposed changes to minimum parking requirements for new apartments. Activists on both sides will argue that the changes are too much and too little. This does not impact Sabin.
- Comp Plan Update—The next phase will be development of the zoning map. There will be two workshops on this for NE Portland in June. Sabin will be represented.

NE 14<sup>th</sup> Avenue Zone Change: The proposed comp plan amendment and zone change for five lots on the block behind Whole Foods will be coming up for a hearing later this month. The proposal would change the zoning from R5 to R2.5. This would double the permitted density and allow attached townhouse development. The committee met with the developer who is proposing the change last summer, and voted unanimously to support the change. David will write a letter expressing SCA support.

Respectfully submitted,  
David Sweet

SCA Communications Team Meeting

Wednesday, March 20, 2013

Attendees: Michelle Ganow-Jones, Susan Goracke, Suzanne Clark, Clay Veka, Diane Benson

Susan is editing the April SCAN because Clay will be in Mexico the week it's due. Susan had some suggestions for improvement, such as:

- adopting accepted standards for denoting time (7 p.m. or 7:30 p.m.)
- changing where we put the bylines (at the bottom of the article instead of the top)
- using more descriptive headlines that include a subject, verb and object (as in "Obama Keeps Job")
- incorporating more photos
- writing follow-up articles

The team liked Susan's suggestions and agreed to adopt them.

Suzanne suggested creating a networking group made up of Sabin business owners, which could

meet at local bars and cafes. Clay could attend one of their meetings to recruit business owners to run for the SCA Board, to attend SCA Board meetings or to get involved in SCA projects and events.

At Clay's suggestion, Michelle has written a letter encouraging Sabin business owners to run for the SCA Board or otherwise get involved. Michelle will incorporate the following feedback from the team:

- business owners should notify Clay by end of April if they want to run for the Board
- the letter should come from Clay, who is the chair of the nominating committee
- the letter should include a mention of advertising opportunities

Diane gave an update on advertising. Most of our advertising contracts ended in February, and at that time, the ones that were not in Sabin were dropped. The ones that were in Sabin were updated to the smaller ad size. Three of our advertising contracts end in May, and the one that is not in Sabin (Lance Marrs) will be dropped at that time. The other two (Amy Close and Billy Grippo) will be converted to the smaller ad size. We added several new advertisers, but there is still space for a few more. There is no one currently on the waiting list.

The team discussed ad space. We had previously talked about selling 15 ads but that would greatly reduce the amount of space available for articles. We only need 11 ads to break even. Susan suggested that we offer another advertising option, which would feature 10 businesses in a list format and would be the size of two small ad spaces. We could sell the list ads for \$50 each, which equates to \$500 for all \$10. After much discussion, the team decided not to do this because we can get \$550 for the same space by selling two of our small ads. It's not only more revenue, but it's also a lot less work. We decided to limit the ads to 11 for now.

Clay has been keeping a list of Business Profiles, but currently the list is not shared. Clay will put the list on Google docs and will make it available to Michelle and Susan.

Suzanne suggested that we take a more structured approach to our newsletter by planning our articles in advance and setting aside space for certain topics. The group agreed to this, with the understanding that we also need to remain flexible. There was also discussion of using a spreadsheet to plan and track which articles we run each month, to avoid repetition and ensure balance.

Suzanne suggested that there are too many articles about gardening, the orchard and bees. She would like to see more variety. There was discussion about the lack of school stories in recent issues. In previous years, we published at least one article about the school each month, but we are no longer receiving school articles on a regular basis, although Clay has offered them space. Suzanne will find someone to be the school liaison for SCAN.

We discussed the timing of SCAN and whether it needs to be tied to the SCA Board meeting schedule. The original idea was that receiving the SCAN would prompt people to attend Board meetings, but that doesn't happen. Also, Board meetings don't provide content for SCAN. So, there's no reason to link the two. Clay suggested that the 2nd to last Sunday of each month might be a good deadline. We will continue as is for this year, and we'll reconsider the timing of SCAN for next season, to give the editing team time to think about it.

We also discussed the timing of our Comm Team meetings, and whether or not it's important to tie the meetings to SCAN publication. We've been meeting every 6 weeks or so, and that seems

to work well because most of the time, we aren't discussing content for the next issue. We can have content discussions via email. The team agreed to keep the current schedule, and we tentatively set the date of the next meeting for Monday, May 6 at 7:30 pm at Suzanne's house, assuming that works for Naomi. Diane will check with Naomi.

Other action items:

- Diane will send SCA logos to Susan and Clay
- Diane will send the new advertisers to Michelle

Sabin Bee-Friendly Garden Program  
April 4, 2013

The backyard tour will include 12 – 15 gardens and will be held on Sunday, July 14. Participating gardens must be bee-friendly, meaning that they are pesticide-free and only natural methods of pest control are used. We will seek to include a variety of styles, such as native plant habitat, edible gardens, perennial gardens, kid-friendly yards and more. Of course, many backyards include a mix of styles, which is fine.

We have published an article in the April SCAN, seeking bee-friendly backyards to be on the tour. In addition, we are personally inviting people who have interesting gardens. We will screen them to make sure they are good representatives of bee-friendly practices and to make sure we have a wide range of styles.

Since the purpose of the program is to raise awareness of the importance of pollinators and to educate people on how to create bee-friendly habitat, the tour will be free. Hosts will have tables with literature (from Metro and other organizations) about bee-friendly plants, natural methods of pest control, etc. Hosts will be encouraged to discuss these topics with visitors, to help educate them. Hosts are encouraged to display business cards for garden designers and others who have helped create their gardens, as a way of supporting local businesses.

We are also seeking people to act as docents to support garden hosts in greeting visitors and educating them about bee-friendly gardening practices. So, this is another way that people can participate in the tour.

Malka Youngstein has volunteered to coordinate the publicity, and is working on a publicity plan. She will contact the Oregonian to see if they will do an article focused on the impact of pesticides on bees, and what the home gardener and average consumer can do to help. We would like to have Mace Vaughn and Tim Wessels, two Sabin bee experts, interviewed for the article.

Diane will update the website, create the fliers with maps and have yard signs made for participating gardens.

Team members expressed concern about publicizing the addresses of participating gardens. Rather than publishing the addresses, we decided that people can email Diane to receive a copy of the map with addresses. (This is what Foster Powell does for their garden tour.) Also, we'll ask Backyard Bird Shop and Garden Fever to make tour maps available.