

W.C.B.A. BOARD MEETING
Wednesday afternoon, May 11, 2022
Held in Key Bank meeting room at 6:00 p.m.
www.WoodstockBiz.com

PRESENT:

Christopher Love, John L. Scott Woodstock, and WCBA President
Nancy Chapin, TSG Services
Susan Williams, KeyBank
Eric Norberg, THE BEE, 503/232-2326; eric@ericnorberg.com
McKenzie Malone, Venture Portland

President Chris Love called the May WCBA Board Meeting to order at 6:09 p.m. at KeyBank – in-person public meeting, but without the presence of a quorum. The minutes of the April meeting were presented, but could not be approved without a quorum – they will be held over for consideration at the June meeting.

McKenzie Malone was attending from Venture Portland, of which we are a member, to mention to us their “Events Plus” services, and she did so.

There followed a discussion of a request made of us by All Saints Episcopal Church for a \$500 grant to support their planned “Juneteenth” event this June. Since there was no quorum present, we could not officially act on this request at this time; but, with the timing critical if we are to help, President Chris Love proposed a motion to appropriate the entire \$500 as requested, and Nancy Chapin proposed making a second to that motion. There then followed a trial vote of four in favor, none opposed; Chris will contact the other Board members for their vote on this motion, and the motion will be considered officially made and resolved when all Board members have voted on it.

Next, discussion turned to anecdotal criminal activity and problems in the Woodstock and Brentwood-Darlington communities. Nancy Chapin passed on to WCBA the details of a police officer’s report made at the Hawthorne Boulevard District’s meeting. Eric Norberg suggested asking a Neighborhood Response Team Officer (NRT) from East Precinct speak at a WCBA meeting.

The discussion broadened out to the problems and experiences currently common to all of Portland’s local business associations.

President Chris Love next raised the need for us to build our membership. Nancy Chapin suggested asking local merchants for questions to include on a WCBA public survey of consumer desires and attitudes, to focus our efforts. McKenzie Malone, who grew up near Woodstock, pointed out how she and Venture Portland could help with our membership development.

One important first step in retaining and growing our membership would be to send out membership renewal statements; we apparently have not done that yet for 2022, and that would be a potentially very productive start.

McKenzie Malone asked what benefits we offer our members – and our promotional efforts, with advertising and special public events, were cited. Our most successful annual promotion ever, by far, was “Woodstock Festival”, but it required much more effort than just two or three WCBA volunteers could muster to pull it off annually; we have never found the way to get broader volunteer participation, no matter how much the event was loved and looked forward to in the community. Some at this meeting were intrigued with the idea of reviving it, but how the logistics could reliably be handled by enough volunteers would be the stumbling block.

Our most recent annual event has been “Woodstock Gives Back”, a merchant promotion keyed to generating support to favored nonprofits. It’s a nice idea, and we have presented it for several consecutive years including last year, but merchants often don’t see how it will benefit them, so participation has been spotty. However, it is rather late in the year to come up with something new, so there was the thought that we should probably continue to support that promotion for this year once again, while continuing to consider something better, rather than just not have any promotion this year.

With some of the scheduled reports omitted because the person to report them was not present, there was nothing else on the agenda to address, so the meeting was adjourned at 7:21 p.m. by President Chris Love – with thanks to Susan Williams and KeyBank for hosting the meeting. We will meet next month in the same location.