

**W.C.B.A. BOARD MEETING**  
**Wednesday afternoon, April 13, 2022**  
**Held at Chris Love's office at 6:00 p.m.**  
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**PRESENT:**

Christopher Love, John L. Scott, Woodstock, and WCBA President  
Nancy Chapin, TSG Services  
Jennifer Schmitz, OnPoint Community Credit Union  
Eric Norberg, THE BEE, 503/232-2326; [eric@ericnorberg.com](mailto:eric@ericnorberg.com)  
Becky Luening, Becky Luening Book Arts

President Chris Love called the April WCBA Board Meeting to order at 6:01 p.m. in his office – an in-person meeting – with, it was believed, the presence of a quorum. The minutes of the March meeting were reviewed; Nancy Chapin moved they be approved as presented and Jennifer Schmitz seconded the motion; the motion passed unanimously.

Jennifer, in her Treasurer's Report said that, with bills paid, the current balance in our checking account is \$9,139.79.

There followed a discussion of how WCBA could regain traction after the two-year hiatus of the COVID-19 pandemic. President Love said he would write a letter of introduction, as WCBA's new President; and we will use past records to try to identify past members, and then contact them about dues for 2022, as well as participation in our Board Meetings.

It appears we need to amend the ByLaws of WCBA again to bring the ByLaws into alignment with our current practices, and to correct some items – like the term limits that were in the ByLaws then-President Ann Sanderson revised and asked the Board to approve in the recent past. Since the Board was not fully informed or aware of those term limits being in the new ByLaws – Secretary Eric Norberg said he was unaware of those, and as Secretary would have been if there had been discussion of that change in particular, which he would have vigorously contested had he known – there is some thought that they were not properly passed by the Board, since the Board is required to be aware of all the changes in the ByLaws before approving them. At any rate, there is a need to update them. Another change that clearly is needed is to make all the generic “community organization Board seats” NON-voting, which would eliminate one of the major obstacles to properly determining a quorum.

Next was a discussion of the obstacles to business posed by the current Portland “homeless policy”. Illustrative anecdotes were offered, but no solutions. It was suggested that WCBA might well seek local business feedback on this issue.

The conversation turned to business promotions for this year. During the pandemic, WCBA was one of the few business associations in Southeast that did not stop promotions; we continued last year with the “Woodstock Gives Back” promotion and a group color Christmas ad in THE BEE. But it is already April and we have made no plans for promotions this year.

Suggestions made included business participation in Hallowe’en and Christmas, and one or two other times during the year. Some misgivings were voiced about how effective the “Woodstock Gives Back” promotion really was in helping participating businesses draw customers. Becky Luening suggested business promotions centering around categories of businesses – such as “health and beauty”, “restaurants”, etc. – as rolling promotions, perhaps with live music on select corners are part of the promotions. Chris will bring up business promotions and ask for suggestions in his introductory letter.

The meeting ended with a general discussion of the details of the operation of the WCBA. Chris suggested the WCBA “second Wednesday evening” meeting be at 6 instead of 5:30; but Eric suggested clearing the time with Susan Williams first, since she had volunteered the Key Bank meeting room for these meetings, and starting them a half hour later (meaning that they would last a half hour longer) might be an inconvenience for Susan and the bank.

The next meeting will be at the bank meeting room, and Chris will discuss the time with Susan Williams before the meeting announcement goes out. The date will be Tuesday, May 11.

Chris Love then declared the meeting adjourned at 7:20 p.m.