

Livability Meeting Minutes: Monday July 19, 2010

Members Present: Crista Gortmaker, Jan Valentine, Susan Nellor, LaRae Hunt, Bruce Levy, Dan Christiansen

New Members: Michael Feldman (Resident from the Gregory Condo), Julie Donaldson (Resident from the Pinnacle Condo), and Bill Dolan (Resident from the Avenue Condo).

Review of Minutes: Members did not approve minutes from 6/21/10 and agreed to do so by next committee meeting.

Events:

-The Pearl Picnic was a great success with approximately 1400 in attendance and a break-even budget. Jan felt that with the holiday and weather, everyone seemed to enjoy the event including the local kids that attended. This also generated some new ideas for the Pearl Party in September as far as charging admission fees and fees for food and drink.

-Graffiti Busters (July 10th 2010) was a great success with having 78 plus volunteers from the neighborhood. Everyone completed abatement on streets 12th, 13th, and 14th. All 3 street locations seem to still be looking good since the clean up. Jan also recognized that the faster we attack the graffiti in the areas, the less potential offenders have to continue tagging. The City Contractors cleared several large "throw-ups", including help from Commissioner Amanda Fritz and Prevention Coordinator, Frank Silva.

Follow-up: The goal is to now organize an "adopt-a-block" program. This will allow neighbors to continue an on going cleanup in specific areas. Jan has a map of the areas highlighted and will also scan a document showing the areas that need assistance. In this process, the committee also agreed, that we need to have specific expectations for people of how to keep you block clean, as well as a tracking system for follow-up when areas are cleaned. The committee agreed that people should be checking in each Monday with a weekly report. Finally, we will need to organize a training and provide materials to those who sign-up and adopt a street.

-Michael is creating the tracking form to show areas of need, and areas that are accounted for.

Trash Can Program:

-Jan presented the large map to new members for them to see where we currently have trashcans in the Pearl District, and where we need them. We were provided 24 donated trashcans by the City free of charge, and have the fees and permits provided.

-Follow-up: Jan is also waiting to hear back about getting "Liability Insurance" in place for the trashcans. The meeting for approval is scheduled for 7/20/10. We also are still checking into costs for maintenance, and also looking for local sponsors.

Portland Loo:

-It was also approved that a "Loo" will be placed in Jamison Square. The committee noted that we may encounter some issues with the homeless and taggers, but also agree it is a nice addition to the Park. Since it is off Rec. and Parks property, it will need to be monitored. As a committee, we will address concerns as they arise.

Fundraising:

-Whole Foods has agreed to donate 5% of sales for a one time fundraising event on August 5th(First Thursday). Their donation will help provide \$ towards getting more Fido Houses/Trash Receptacles (Retail \$900) in the Pearl neighborhood. Whole Foods does expect us to do a bit of preparation and advertising (1 week prior to the event), so we will arrange to have 2 nights of promotions. The promotions include having a demonstration booth and also an end-cap display in the Whole Foods store. Jan handed out biz cards advertising for the event, and will also have fliers to be distributed. Following the event on 8/5/10, Whole Foods will also be having a "Wine Reception" from 8-9pm. The reception will provide a count or \$ amount of how much will be given for the Fido Houses. Everyone is encouraged to attend, including PDNA Board Members.

Follow-up: The committee has arranged 2 nights to attend the pre-fundraising at Whole Foods:

-Thursday July 29th from 5-8pm-Dan and Crista have agreed to attend this night.

-Saturday July 31st from 12-3pm-Bruce agreed to attend this day.

*We still need help on either day!!

-LaRae has agreed to help Jan with set-up prior to the event, and Susan has agreed to help the day of the event as needed.

-Fliers for the event will be provided in the next day or two. You can pick-up fliers at the State Farm office on 13th and Lovejoy (by Safeway), and PremGroup on 12th and Hoyt. The members have agreed to distribute the fliers around to their Condos buildings and local businesses.

General Issues: Jan presented Commissioner Nick Fish's "Homeless Camping Enforcement Guidelines" that was released on 3/9/10. Crista has agreed to follow-up and do research on how this has evolved? She will present her update at the next Livability meeting in August.

Issues deferred to next meeting:

- Creation of Business Plan-Presented by Jason Larson
- Pearl Party (September 10th 2010) follow-up/updates
- Emergency Preparedness Training-September 2010
- Community Watershed Program-2011 Grant application
- Polish the Pearl-Fall clean up (November 6th 2010).