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VILLAGES AT MT. HOOD
BOARD OF DIRECTORS

Minutes

October 6, 2009

Chair Bob Reeves called the October monthly meeting of the Board of Directors of the Villages at Mt. Hood to order at 4:06 pm at the Hoodland Fire District meeting room, 69634 E. Hwy 26, Welches, OR.

Attendance:

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

Approval of Minutes:

Minutes from the September 1st Board of Directors meeting were presented for review. Judith Norval made the motion to approve the minutes. Pat Sharp seconded the motion. Vote: approved, 8 – yes, 0 – no, 0 – abstain.

Treasurer's Report:

Treasurer Pat Buckley presented the report, which detailed the available balance and three outstanding checks. He asked the Board to consider whether or not to renew the Villages' membership in the Chamber of Commerce, and for a motion to approve a check if renewing the membership is chosen

Judith Norval moved that the Villages at Mt Hood stay members of the Mt Hood Chamber of Commerce by paying the \$25 fee. Rick Applegate seconded the motion. Vote: approved, 8 – yes, 0 – no, 0 – abstain.

Communications:

Chair Bob Reeves asked Judith Norval to read a letter from Robert Baker. Robert Baker's letter stated that he was formally resigning from the Main Street Program and the Committee. Bob Reeves said that George Wilson might take over Robert Baker's role on Main Street in the future.

County Liaison's Report: Christine Roth was unable to attend the meeting and there was no Clackamas County report.

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Unfinished Business: Web Page Update

Doug Saldivar updated the Board as to the progress of the request for proposals that had been published in the *Mountain Times*. There have been no formal responses, and one response is in the works. The discussion on the web page will be continued in the next meeting when there are more proposals or new information.

Unfinished Business: Logo for Board Discussion of Themes for Logo Contest

- ❖ Rick Applegate and George Wilson sent an email to artists announcing the logo contest, and asked those who were interested to attend the meeting.
- ❖ Proposed drafts: Judith Norval brought an example of the embossed logo she had mentioned in the previous meeting. Other concepts suggested included Mount Hood in the logo, keeping it similar in design to the postal cancellation, and including five cabins instead of three since there are five areas in the Villages.

Judith Norval moved that Gary Randall modify the sesquicentennial postal cancellation design to be the Villages' official logo. Rick Applegate seconded the motion. Board discussion included the idea of a committee to work with Gary that included Judith Norval and Doug Saldivar.

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

Unfinished Business: Survey Report (Start Review Process)

- ❖ Bob Reeves announced that Pat Sharp and Doug Saldivar worked hard to create the results, and Pat Sharp will present a tabulation of results. The Board should review results for the October 22nd meeting.
- ❖ Pat Sharp announced that fifty-seven surveys were tabulated, and there was a tabulation of goals and then a tabulation of questions and comments. There were sixteen surveys with comments. There were three pages in the packet passed out to the Board, and they are goals, roads, and general comments.
- ❖ George Wilson asked to keep the survey ongoing (possibly one to two months) rather than end on October 15th. Bob Reeves asked Larry Berteau how quickly the results from the survey came in, and Larry said most were within the first week of paper distribution.
 - Doug Saldivar said that the purpose of the survey had been to help identify ten or so projects for the next year or two. He thought making the survey annual would be good.
 - Rick Applegate said that the community deserves an action plan, and that the survey should help that.
- ❖ Doug Saldivar suggested weighing the results to determine real importance. He suggested using a code of three points for a high, two for a medium, and one for a low. Larry Berteau suggested using two points for high, one point for a medium, and negative one for low.

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Unfinished Business: Program for November Town Hall

- ❖ The Board's discussion of the November Town Hall began with agreeing on the 9:30 am start time, presenting an action plan, and holding the election. The plan for the election was to allow most of the meeting for voting.
- ❖ Doug Saldivar suggested as a topic a general discussion on incorporation, and George Wilson and Judith Norval agreed. The idea would be to listen to the community's thoughts on incorporation. Bob Reeves said that there would be a need for information on the process of incorporation, and more information about legalities. Rick Applegate suggested inviting the people from Government Camp who worked on incorporation to the Board meeting to ensure people are informed and aware.
- ❖ Pat Sharp said she was concerned that the topic would excite people, and that there would be concern the Board was interested incorporation when it was only seeking discussion on the topic
- ❖ George Wilson thought that the Board had shied away from controversy in the past, and he would like to see incorporation debated. He thought it should be a preliminary discussion and happens o draw people. Rick Applegate also suggested that the Board should take on one if the issues that is on the community's mind, and that the Board should not be afraid to wade into issues.
- ❖ Judith Norval said that if the attendance for the Town Hall is low, that the Board should consider revisiting the bylaws to change the number of required Town Halls.
- ❖ Brigitte Romeo suggested having free food at the Town Hall because it draws people.
- ❖ Gary Randall suggested the Board consider that if incorporation was the topic there could be the impression that the Board was in favor of incorporation. He said that the Board should be careful with how it approaches the topic of incorporation.
 - Sandra Palmer said that the Board should ask the community about issues from the survey and have discussion groups. She also said she agreed with Gary Randall on the message that could be sent about incorporation.
 - Carol Burke asked the Board to consider what the purpose of incorporation would be, and that the process and discussion should be done with baby steps.
- ❖ Pat Sharp suggested engaging the community in the survey, goals, and a draft action plan.
- ❖ Bob Reeves asked about having breakfast at the Town Hall or not. The Board discussed where the venue could be for the Town Hall depending on if food is served or not. Rick Applegate said he would call around to ask about places.

Brigitte Romeo moved that the Village figure out a new venue and have a pancake breakfast that would be free. Rick Applegate and Judith Norval seconded the motion.

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

Carol Burke suggested the Board ask citizens to bring non-perishable food to the Town Hall to support the Hoodland Fire Department's food drive.

New Business: Community Visitor Information Center/Services

Bob Reeves said that six of the Board members were at the Chamber of Commerce meeting with Linda Bell, and reported on the conversations.

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Rick Applegate announced that he had hosted a summit on information services, and that he had a motion and report from it that included a proposal for a task force on tourism and information services. Shirley Dueber made copies of it, and Bob Reeves thanked her for copying and reminded people that Shirley donates paper for the copies she makes. Rick continued and explained that the report had a list of potential businesses involved in a task force, and explained why he would like to study information service provision. The task force would be focused on solving tourism problems in a short time frame, and may also include a request to Clackamas County for an audit of CCTCA transient lodging tax funds, and would focus on how to improve services for the next few years. The task force would likely be interim.

- ❖ Pat Sharp asked if Rick Applegate and the proposed task force members were interested in building a center, and he said no. Rick also said he would invite the Chamber to participate, and the Forest Service and the Bureau of Land Management (BLM) would be invited as well.
- ❖ Shirley Dueber also asked for an action plan from the proposed group.
- ❖ Bob Reeves said he would like to hear comments from the Chamber and the Forest Service before deciding
- ❖ Doug Saldivar asked about having the Committee or Task Force report to the Villages Board on progress.
- ❖ Pat Sharp said that the community needs to work to fill the gap. She said that since Wy'east is set up, why couldn't the Villages support Sandra Palmer's efforts until 2012 when the Forest Service center opens, and then the tourism issue can be revisited.
- ❖ Kathleen Walker from the U.S. Forest Service spoke and said that she is supportive of community efforts to provide visitor services. She also said that the USFS in the area has a small office, and that the Forest Service is doing its best to provide services. She also says that Visitor's Centers are expensive to operate, and that the Forest Service would like to hear what could be done to improve services. She said she would like to see community support for training people and visitor's staff so that more employees and service providers can be aware of local shops, restaurants and other businesses.
- ❖ Pat Sharp asked Coni Scott about the Chamber of Commerce's thoughts, and Coni said Board decisions by the Chamber of Commerce are needed when taking a position on an issue or project.

Rick Applegate moved that the Villages at Mt. Hood authorize the formation of a Tourism & Visitor Information Services Task Force to pull together community leaders from a broad range of business, social, recreation, and historical interests to solve a significant economic issue facing our community: namely, inadequate CCTCA funded visitor information services for our community during the next 12-36 months.

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A roll call vote was taken.

Director	Vote
Shirley Dueber	No
George Wilson	Yes
Brigette Romeo	Yes
Rick Applegate	Yes
Judith Norval	No
Bob Reeves	No
Pat Buckley	Yes
Doug Saldivar	Yes
Pat Sharp	Abstain

Vote: approved, 5 – yes, 3 – no, 1 – abstain.

Any Persons to be Heard:

- ❖ Coni Scott: She said that it was good to see everyone, and that the TAP group is meeting again. TAP awarded \$6,000 to the Barlow Wayside, and that there is \$6,000 remaining.
- ❖ Carol Burke asked who would be on the Task Force and how would people be selected. Rick Applegate said he would select people and would add anyone who asks him to.
- ❖ Keith Schacher said that on his survey he wrote that he wanted a focus on a community park, and asked the report be corrected to include his thoughts. Secondly, he was unhappy about changing regulations for identification at the post office.
- ❖ Nancy Spencer said that Dave Queener from Clackamas County, who was working with the County Emergency Management Team, is working on emergency awareness and evacuation. She suggested that a future town hall the Villages discuss emergency plans.
- ❖ Sandra Palmer said that she is uncomfortable with the perception of a competition between her and the U.S. Forest Service, and she said that it is not true. She said that both support each other. She would like public support, and said that her perception from informal conversations with Linda Bell’s staff was that there would be money available later. She also said that she never expected to pay for tourism services privately. She also said that she is trying to fill a gap when the Forest Service is not open or does not have enough information.

Adjournment: Chair Bob Reeves adjourned the meeting at 6:09 pm.

Respectfully submitted,

Kate Roth
Recording Secretary