

**April 5, 2012**  
**ADHDA General Meeting**  
8:30 a.m.

In attendance: approximately 40.

Vice Chair LJ Gunderson presided

### **Presentations**

#### **Downtown merchants**

Greg Cross talked about the products and services provided by NW Lending. He also presented on behalf of the Rusty Cup Coffee Shop.

#### **Larry Galizio, Clatsop Community College**

CCC President Galizio distributed a survey (attached) for completion by members re the College's five year strategic plan. He noted that 89% of the College's revenue comes from local sources making it a truly local institution. He discussed the CCC Kids College (see the attached flyer distributed for posting in store windows) starting this year to better utilize the campus. Upcoming events include an Arts and Experience Auction at the Country Club and a new Pacific Rim Art Exhibit. The college has a lower division transfer degree program, career tech programs including, maritime, nursing, welding, auto tech, continuing ed, and customized work force training. He invited interested members to contact CEDR Director Leahy re designing courses to meet their specific needs.

### **Committee Updates**

**Promotion Committee:** Taylor reported that the Jane Barnes Revue raised nearly \$5000.

**Business Development:** Leahy reported that 106 survey responses were submitted. The Landlord Forum which is open to all of Clatsop County will be held on Wednesday, May 16 from 5:45 to 7:45 in the Bankers Ballroom. There will be landlord/business owner panel discussion.

**Design Committee:** Blaire reported that Clean-up date is April 22. Volunteers will meet at 9 am at Sunset Transit parking Lot. Working materials and lunch will be provided.

Brett Estes said that the streetscape improvements are continuing and will be completed in June. New bike racks, benches and bus shelters are being installed. Marine Drive street gardens are being cleaned and replanted. .

**Organizational Committee:** Estes reported that the Committee will submit a draft Membership Program Brochure and a draft Volunteer Recruitment and Recognition Program to the Board for its approval at its April 10 meeting. Next on the agenda are a sustainable funding plan and a preapplication to the RARE Program for Blaire's replacement. . Volunteers are still needed for the Crab Festival Parking.

### **Art and Culture**

Mudge reported that after completion of the first year under the ADHDA and establishment of the fee based participation in the Art Walk there are funds for advertising locally and in the Portland area. The Committee has also established a sponsorship program for the monthly Art Walks. Cost is \$300. Astoria Sunday Market is sponsoring the May Art Walk.

### **Treasurers Report**

Poor reported account balances Money market: \$25606; checking \$1577.98

### **Dates and Announcements**

Taylor called attention to the Coast River Business Journal's article about Blaire.

### **Dates**

April 14 – Heritage Square Block Party

April 14 – Art Walk

April 16-21 Boy Scouts clean up the Riverwalk

April 18: CEDR workshop – Financing your Business

April 22 - Downtown Clean-Up Day

April 13-May 5- ASOC – Real Lewis and Clark

### **Derelict building ordinance**

Rosemary Johnson, City Planner, discussed the derelict building ordinance recently enacted. The new code requires owners of vacant store fronts in commercial areas to make them look active – to add life to these buildings until they are rented. The City sent a letter to commercial property owners about the new code. Also enclosed with the letter was an ADHDA flyer offering design assistance in creating attractive store windows. Johnson distributed a flyer re the Historic Preservation Fair to be held on May 12 (attached).

Adjourned 9:30