

May 4, 2012
ADHDA General Meeting
8:30 a.m.

In attendance: approximately 31

Presentation

Business Development Committee. David Reid summarized the results of the Survey Monkey of Business Owners which was a follow-up to the Consumer Survey taken earlier this year. There were 106 responses submitted. A written summary of the results will be made available.

Committee updates

Design Committee. Cynthia said that 40 volunteers showed up for Clean-up Downtown Day and cleaned 36 blocks. She called attention to the great job that Blaire did in organizing the day. Volunteers are needed to maintain (mainly water) the bumpouts that have been planted. The Committee is working on historical street cap signage. Way finding signs will be next.

Organizational Committee. New Committee Chair Blue Anderson reported that the Committee is working on the membership campaign which kicks off on June 1, Policies and Procedures Manual, reviewing the by-laws and is developing a volunteer recruitment and recognition program.

Promotion Committee. Cash Mob May 12

Members were invited to participate in a drawing to be the target of the first Astoria Cash Mob. The name of the targeted business will be announced on the day of the event. Meeting place is Heritage Square at 4:45 pm. From there we will walk to the Cash Mob recipient business for a shopping spree.

Art and Culture. Cyndi reported that Art Walk is May 12. Venue Input Meeting will be held at the end of the month at the Hotel Elliot Conference Center.

Treasurers Report. Stacey reported the following balances: Checking \$3145.42; Money Market: \$27605.92

Dates and Announcements

Sunday Market season begins on May 13. Cyndi Mudge presented Purple Cow Toys owner Katie Murray with the first box of coins for distribution. See the attached flyer that Cyndi circulated earlier in the year for a description of the program.

Recent shoplifting cases. Taylor said that the ADHDA will not announce via email shoplifting cases as was done last week. In response to a question, Brad Johnson said that any business owner has the right to ask anyone to leave their store.

Scandinavian Festival – June 22-24. Members are asked to decorate their retail spaces for the Midsummer festival and to contact Saara Matthews (Finnware) for decorating ideas.

Cruise ship schedule is available at the Port of Astoria website. It was noted that the bus pick-up location has been changed from the Liberty Theater to 10th and Commercial Street.

Astoria Bicentennial Committee donation. Members expressed appreciation for the \$1000 donation to the ADHDA made by the Committee.

Astoria Dining Guide Jane Francis distributed an updated version.

Historic Preservation Fair May 12 at the Event Center.

Astoria Transportation System Plan Open House. Monday, May 14 at Astoria High School. Includes discussion of parking, bike, vehicles, river and pedestrian traffic.

State Historic Preservation League of Oregon will be held in Astoria on May 11.

Building Blocks to a Successful Downtown. May 16 at the Bankers Suite. RSVP by May 9.

Columbia River Estuary Conference. May 15-17

Astoria School of Ballet presents Peter and the Wolf May 21-25. 13 visiting school buses will be loading and unloading children in front of the Liberty.

Colombia River Maritime Museum 50th Anniversary celebration. May 12

Goonies Day. June 7

Next ADHDA meeting June 1. Bring a Neighbor!

Meeting adjourned at 9:45.