



**FRIDAY, MAY 2, 2014**

**ADHDA GENERAL MEETING HIGHLIGHTS**

**Introductions**

1. General Introductions
  - a. Approximately 42 people in attendance.
  - b. The Riverfront Trolley will run until 9pm on ArtWalk nights as a thank-you to merchants for their support
2. "Know Your Business Neighbor" – Charlotte Bruhn of Winnifred Byrne, Luminari Arts
  - a. Charlotte Bruhn introduced her business, Luminari Arts, which is located at 1133 Commercial Street. The business will feature original art, jewelry and stationery, and will have a grand opening and ribbon cutting during 2<sup>nd</sup> Saturday Art Walk, Saturday, May 10; ribbon cutting at 5:00pm

**Presentation**

1. Heritage Square EPA Grant Project – Brett Estes
  - a. Brett Estes provided an update on the EPA brownfields grant that will go toward environmental assessment and remediation at Heritage Square. The first public meeting will be at 7pm on May 21 in Council Chambers at City Hall.
2. Cooperative Advertising with Hits 94.3 – Brian Riffe
  - a. Brian Riffe of 94.3 Radio presented a cooperative advertising opportunity for local businesses.
3. Film Triathlon – Brad Smithart
  - a. Brad Smithart presented information on the Film Triathlon. 15 teams have signed up so far and will be filming and competing for scholarships. First place is \$5000. Last year's first-place team went on to create a Doritos commercial that aired after the Superbowl. Filming begins September 7, and films will be shown to the public September 13 at the Liberty Theater.
4. Astoria School of Ballet – Maggie Wall
  - a. Students of Astoria School of Ballet performed a brief presentation of a scene from their upcoming show at the Liberty Theater.

**Updates and New Items**

1. Cruise Ship Schedule
  - a. Early Ship Arrivals
    - i. Six cruise ships are yet to arrive this spring, and eight are coming in the fall. Marian Soderberg and Cindy Hansen of the Cruise Hosts presented

additional information, and requested that merchants be open early when cruise ships are docking early so visitors have things to do and places to spend their money. 9am is the earliest shuttle into downtown for early cruise arrivals.

2. Garden of Surging Waves
  - a. Volunteers
    - i. Angela Cosby presented information on the grand opening of the Garden of Surging Waves, scheduled for Saturday, May 17 at 10:30 a.m. Ten additional volunteers are needed to assist with the event. Volunteers are needed from 8am to noon, and are to meet in front of City Hall.
3. Scandinavian Festival
  - a. The Scandinavian Festival and Astoria Music Festival are both scheduled for June. Bring out your viking hat (or get one from FinnWare)!
4. Astoria Music Festival
5. Regatta
  - a. Regatta pins have been ordered. Paul Winiarz will be in touch with merchants who want to sell pins (participating businesses will be promoted through various Regatta marketing materials).
6. Committee Updates
  - a. Business Development – David Reid
    - Biz Dev Committee did a walkabout to introduce themselves to new or relocated businesses. Bloomin' Crazy donated flowers for the visits
  - b. Promotion – Regina Willkie
  - c. Design – Ray Merrit
    - Design Committee reminded business owners to help keep the planters hydrated, especially in light of the recent warm weather. Another downtown cleanup is planned this summer a few weeks before Regatta. Efforts will likely be focused on the parade route.
  - d. Organization – Blue Anderson
    - The Org Committee is working on website improvements and volunteer recruitment for ADHDA's four committees.

### General Announcements

- The Portland Chamber Orchestra will be in concert at the Liberty Theater on May 9. Karla Bonoff and Jimmy Webb will be in concert May 17 at the Theater.
- The Columbia River Estuary Conference will be at the Liberty Theater May 28-30 and several meals will be "on your own," so restaurants are advised to be prepared.
- Peter Stark, author of *Astoria* will be doing a book signing at the Liberty Theater May 15 at 7pm.
- Astoria Sunday Market opening day is on Mother's Day, May 11.
- Over 60 volunteers participated in the first CHiP IN day at Tapiola Park last Sunday. Another cleanup is planned for May 18 at Alderbrook Park.

- Kathy at LaLuna Loca is working on a "We're Open" flyer to let visitors know which businesses are open on Sundays.
- Brad Johnston said that a woman posing as a representative of the Astoria Police Department is soliciting donations from downtown businesses. She is dressed in black and carries an air gun. She is NOT affiliated with the APD.
- Kevin Leahy announced upcoming classes presented by CEDR focused on email marketing and social media marketing. See [www.clatsoped.com](http://www.clatsoped.com) for details and to register.

### Dates to Remember

- May 3 - Lower Columbia Hispanic Council presents Cinco de Mayo Festival at AEC, Noon-5pm
- May 10 - 2<sup>nd</sup> Saturday Art Walk
- May 15 - Peter Stark Book Signing, The Liberty Theater, 7:00pm
- May 16 – ASB presents Snow White, The Liberty Theater, 7:00pm
- May 17 - Garden of Surging Waves Opening, Corner of Duane and 11<sup>th</sup> Streets, 10:30am
- May 17-21 – National Main Street Conference, Detroit, MI
- May 28-30 - Columbia River Estuary Conference at The Liberty Theater