



**FRIDAY, FEBRUARY 6, 2015**

**ADHDA GENERAL MEETING 8:30 A.M. AT BAKED ALASKA**

### **Meeting Highlights**

We had a good meeting turnout at last week's General Meeting - a lot of great information and opportunities were presented.

Below is a recap of the ADHDA General Meeting held on Friday, Feb. 6.

Check out the Meeting Highlights below:

### **AGENDA**

Approximately 30 people in attendance.

#### **Presentation**

1. From Clatsop Community College, Alison Ruch talked about Rain Magazine, the literally and arts publication. Rain Magazine welcomes submissions in the fall from the general public and CCC students, then in the winter term, students put together magazine, design the cover, and learn more about fundraising.

It is a 10 week, intensive program with the Magazine released in May, with a reading and reception.

Rain Magazine is a free publication for CCC and the public. If you would like to support and be a patron of the magazine, please contact Alison Ruch at 503.338.5746.

2. Kevin Leahy, Executive Director of Clatsop Economic Development Resources (CEDR) and CCC Small Business Development Center (SBDC), gave an overview on CEDR and SBDC.

CEDR is a county-wide economic development organization with a Board of Directors from all 5 cities, county, the Port, and Sunset Empire Transit. CEDR is a business resources for recruitment within the county, but also, business expansion! Helping clients meet the needs of their customers, employees, and product mix.

In 2014, SBDC saw an increase of 41%, meeting with 153 clients, free of charge and confidential, with over 1220 hours from the SBDC Advisors; SBDC also conducted 41 different trainings last year.

*QUESTIONS? Contact Executive Director, Alana Garner at [alana@astoriadowntown.com](mailto:alana@astoriadowntown.com); 503.791.7940; or Monday – Friday, 10:00am-2:00pm at 486-12<sup>th</sup> Street, Suite H or ADHDA Board President Dulcye Taylor at [dulcye@astoriadowntown.com](mailto:dulcye@astoriadowntown.com)*

Looking ahead:

CEDR will be hosting their Awards Banquet on Wednesday, March 18 at the Seaside Convention Center from 5:30-8:00pm

CEDR will be hosting a Job fair, Wednesday, April 15 at the County Fairgrounds for the county high schools; *CEDR will be needing volunteers for the event.*

## Updates and New Items

### 1. ADHDA: Volunteer Appreciation Night and Awards

Special recognition was given to: Felicia Struve for her keen attention to detail and passion for reviewing the annual budget; Brad Johnston for his continued support of ADHDA and our events; Brett Estes for his guidance and support throughout the years; Linda Dugan for generating brilliant ideas; Becky Johnson for her energetic and outside-the-box ideas; City Lumber for their continuous support during the PNW Brew Cup; and Merianne Myers for her diligent community service.

“The Pat Award,” which recognizes an individual with outstanding volunteer spirit, was awarded to Katie Murray for her social media savviness and contagious energy for all of downtown Astoria. The award was first given to Pat Saunders in 2011 to honor her generous and dedicated community spirit and enthusiasm for ADHDA. In her memory, ADHDA gives this award to the volunteer who has gone above and beyond in the past year. Past recipients have included Mary Ritter and Dan Bartlett.

A big thank you to Blue Anderson and the Org Committee for hosting a wonderful event.

### 2. Community Sourced Capital is a platform and philosophy to help businesses leverage their social network to THEIR community, with a buy-in at \$50/square; Craft 3 has been working with Community Sourced Capital for a little over a year now.

Street 14 Coffee used CSC to help with the expansion of their kitchen, with over 80% of the funding coming from Astoria and Warrenton.

CSC is different from other crowdfunding resources, in that CSC does the back office management and distributes the money back to the square holder. For more information, visit:

### 3. New Signage Downtown

Thank you to Pete Gimre and the Design Committee who have been working on this project for the past couple of years. ODOT has been putting the first phase of signage up along Marine Drive and will continue through Commercial; the City's Public Works department will be putting the remainder of the sign up throughout the historic district in the spring.

4. OPB – Oregon Experience: Astoria  
If you missed the OPB special on Astoria, you can watch it here:  
<http://www.opb.org/television/programs/oregonexperience/segment/astoria/>
5. Valentine’s Day Downtown Promotion  
It’s not too late! ADHDA and the downtown businesses want to help you and your sweetheart find the perfect gift for each other. With over 39 businesses offering a gift registry, you are sure to find the perfect gift for you and your valentine.

Getting started is simple. Head downtown and look for the conversation hearts hanging in the windows of the participating businesses, make your wish list, then take a business card from each of the businesses where you registered and give them to your sweetheart.

The businesses keep the registry; you keep the business cards. A complete list of participating businesses can be found online at [www.astoriadowntown.com](http://www.astoriadowntown.com).

6. Save the Date! The 5<sup>th</sup> Annual Jane Barnes Revue is set for Saturday, March 28. The event will be at the Astoria Event Center. If you would like to volunteer for this topsy-turvy fashion show featuring Astoria's finest men donning big wigs and beautiful dresses, please contact Alana at [alana@astoriadowntown.com](mailto:alana@astoriadowntown.com)

Stay tuned for more information!

7. Committee Updates
  - a. Business Development – David Reid
    - a. Vacancies downtown – a lot of changes happening downtown
    - b. East end of downtown
    - c. NEDTalk – Novel Efforts Downtown, Tara Gentile was
      - i. Goal is to get more people engaged with downtown
    - d. Cluster Analysis – looking at what we have downtown, how to link the businesses better and fill in the gaps; marketing tool, including customer profiles,
    - e. Highlight shortgaes within the exisiting businesses as well
    - f. Will be a community project
      - i. Need a chair for the cluster analysis committee
  - b. Promotion – Katie Murray
    - a. Visual continuity with the Valentine’s hearts
    - b. Business
    - c. Chamber Community Calendar
    - d. Easter egg scavenger hunt
    - e. Astoria Bridal Faire
    - f. Little boxes
  - c. Design – Ray Merritt
    - a. Banners
  - d. Organization – Blue Anderson
    - a. 2014 Accomplishments

## General Announcements

- Chamber Goonies 30<sup>th</sup> celebration, June 4-7 opportunities for businesses to get involved: treasure hunt, sponsor, decorating windows
  - Main headquarters will be at the Armory
- Orange on Blue opens tomorrow night at 5pm at the Astor Hotel
- Linda with Thrivent Financial, workshop on how to retire at Grace Episcopal Church, Fellowship, Thursday, Feb. 26
- CCC February schedule; also provide OLCC classes
- BizKids program, Tues, Feb 17
- Timber Festival and Job Fair at the Fairgrounds tomorrow, Feb. 7
- 2015 Calendar for CHIP In, Sponsors needed – gathering 20 or so volunteers to help, team building for business
  - Usually 3<sup>rd</sup> Sunday of every month
- March 14, is the Clatsop County Historical Society Poker Night, doors open at 630, poker starts at 7
- Shawna – 100 job listings at the employment agency; if you have an opening, contact Shawna; join the monthly mailer to see what’s happening in Clatsop County
- Vintage Hardware has a pop-up at Grand Marketplace in Portland, OR
- CEDR – award nomination form due Feb. 27.
- Astoria Regatta theme, Rockin’ on the River
- Sunset Empire Transportation District is hosting a Drive Less, Save More campaign kickoff meeting this afternoon, Friday, Feb. 20 at 2pm. Join in the conversation and share your ideas and concerns about transportation in Astoria. The meeting will be held in the Sunset Empire Transit Center Conference Room (900 W. Marine Dr. Astoria)  
For more information, contact Shasia Fry at [Shasia@ridethebus.org](mailto:Shasia@ridethebus.org)

## Dates to Remember

<b>Date</b>	<b>Event</b>	<b>Time</b>	<b>Location</b>
February 27 – March 1	Fisher Poets Gathering		Downtown Astoria
March 6	ADHDA General Meeting	8:30am	Baked Alaska

CMH save the date  
Sadwhich board signs