



FRIDAY, JUNE 5, 2015
ADHDA GENERAL MEETING 8:30 A.M. AT BAKED ALASKA

Meeting Highlights

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

Below is a recap of the ADHDA General Meeting held on Friday, June 5.

AGENDA

Approximately 30 people in attendance.

Presentation

Scandinavian Festival Court Princesses, Miss Sweden, Miss Denmark, and Miss Scandinavia 2014 presented on the upcoming Scandinavian Festival, June 19 – 21 at the Clatsop County Fairgrounds. For more information, and a complete schedule of events, <http://www.astoriascanfest.com/>.

Downtown Businesses! Discover your inner Viking, and decorate with your Viking hats!

Bob Landwehr presented on the upcoming Astoria Music Festival; opening weekend is tomorrow, Saturday, June 13, with events held through Sunday, June 28. For more information, and a complete schedule of events, <http://astoriamusicfestival.org/>

The North Coast Swim Club will be hosting the Midsummer Swim Meeting at the Astoria Aquatic Center, June 27 and 28. Approximately 200 attendees is anticipated for this overnight event. Business sponsorships and advertising opportunities are available.

Updates and New Items

1. ADHDA: President Updates
 - a. ADHDA's office has MOVED. Stop in and say 'hi' at No.1-12th Street, Ste. 114.
 - b. ADHDA's July Meeting will be held Friday, July 3
 - c. 2nd Saturday Art Walk regarding open containers. Please remind your patrons do discard their wine/cups before leaving your business. Open containers are not allowed on sidewalks. Thank you in advance!
2. Brew Cup coasters are in. If you need coasters, stop by No. 1-12th Street or email Alana at alana@astoriadowntown.com.
3. ADHDA's Promotion Committee is working on some promotional ideas for Regatta, kicking off the weekend events with Coast Guard Day.

- a. **Coast Guard Day Promotion** Downtown retailers are encouraged to decorate their store windows with the Coast Guard colors.
- b. **Regatta Sidewalk Faire** ADHDA's Promotion Committee is planning a Regatta Sidewalk Faire from 2-5pm, after the Regatta Parade. Downtown retailers are encouraged to participate. Some ideas that the Committee discussed are:
 1. Display merchandise outside stores in a way that will invite Parade goers to come inside. This is not your everyday clearance Sidewalk Sale. There will be a different audience here.
 2. Have a store raffle. For every \$10 purchased customers can enter their names into a raffle for a prize from each store.
 3. We would like to see continuity in décor. Decorate outside stores with orange, blue and white balloons, tablecloths for outside tables.
 4. Ideas for activities: face painting, bubbles, music playing, hopscotch courts and sidewalk games.

Stay tuned for more information!

4. Summer Sidewalk sale July 9th through July 12th! Join other downtown businesses in a summer sidewalk sale. Your Daily Astorian Rep will be contacting you for advertising.
5. Committee Updates
 - a. The Design Committee is accepting applications for the downtown banner program; if you or your organization is interested, please contact Alana for more information.
 - b. Planter and bumpout maintenance is in full swing. Please save your gallon milk jugs to help ADHDA with our watering needs. We can pick them up from your business. Let us know! Also, if anyone is thinning out your garden and have perennial plants that you would like a nice home for, contact ADHDA and we can use them throughout the historic district!
 - c. Downtown Cleanup along the Regatta Parade Route Cleanup set for Wednesday, July 29, 5-7pm.

6. General Announcements

Astoria Parks and Rec is hosting the 1st Annual Instant Gratification run this Sunday, June 14 at 2pm. Sign up online at

<http://www.astoriaparksclasses.com/page/subpage/adults/astoriaparksfoundation.htm>

Save the Date: ChipIN on Father's Day, Sunday, June 21 from 1-4pm at Tide Rock (across from Fort George Brewery)

Astoria Studio Tour, will be held last weekend in July; July 25-26. Additional information at

<http://www.astoriaartists.org/index.html>

Astoria Regatta is selling pins again this year! Contact Paul Winarz for more information at

pwiniarz@att.net

Lower Columbia Youth Soccer teams are looking for team sponsors. Contact Walt Postlewait wpostlewait@craft3.org if you are interested.

Monday, June 15, join [OPB](#)'s weekly arts and culture program [State of Wonder](#) as they head to Astoria to highlight the vibrant cultural renaissance. The live taping is free and open to public; doors open at 11:30am with the show beginning at noon, at the Liberty Theater (1203 Commercial Street)

Dates to Remember

Date	Event	Time	Location
June 13	2 nd Saturday Art Walk	5-8pm	Downtown Astoria
June 13-28	Astoria Music Festival		Astoria
June 19-21	Astoria Scandinavian Festival		Clatsop Co. Fairgrounds
June 21	Chip IN for Father's Day	1-4pm	
July 3	ADHDA General Meeting	8:30am	Baked Alaska
July 4	Happy 4 th of July!		
July 11	2 nd Saturday Art Walk	5-8pm	Downtown Astoria