

VILLAGES AT MT. HOOD  
BOARD OF DIRECTORS

Minutes  
June 2, 2009

Chair Bob Reeves called the June monthly meeting of the Board of Directors of the Villages at Mt. Hood to order at 4:03 pm at the Hoodland Fire District meeting room, 69634 E. Hwy 26, Welches, OR.

Attendance:

- ❖ Committee Members Present: Bob Reeves, Pat Sharp, Pat Buckley, Judith Norval, Rick Applegate, Brigette Romeo, Shirley Dueber, Nancy Dougherty, Doug Saldivar
- ❖ Excused:
- ❖ Absent:
- ❖ Staff Present: Christine Roth (County Liaison), Kate Roth (Recording Secretary)

Approval of Minutes:

Minutes from May Board of Directors meeting were presented for review. Judith Norval moved to approve the minutes and Brigette Romeo seconded. Vote: approved, 9 – yes, 0 – no, 0 – abstain.

Treasurer's Report:

Nancy Dougherty presented the Treasurer's Report and reported on the postal cancellation sales. The money is all in the same account and minus expenses (logo, cakes, stamps) the profit was \$272.80. Nancy has approximately 75 sets available for sale. Nancy also presented to the Board the detailed paper report that will include the fee for the post office box.

Guest Speaker: Shelley Redinger

Shelley Redinger, Superintendent of the Oregon Trail School District, gave a report to the Board of Directors and the citizens attending concerning the new high school building and future meetings and communication. Superintendent Redinger reported that the high school is on schedule and that the costs are better than estimated because of changing prices. Superintendent Redinger also said that the land surveying was occurring at the time. Schedules for review of designs and times for community input are also being provided to the community. A brief question and answer period where questions were taken from the audience and Board also occurred.

Communications:

There were no communications to report at the June meeting.

### County Liaison's Report:

Christine Roth said that business cards for the Villages could still be done by the end of the month. The county has money for printing.

Rick Applegate asked about an e-mail address for the Board of Directors and one source to allow for distinction between member's personal e-mail and that which they prefer to have e-mail sent to that concerns the Villages. Christine Roth said that Clackamas County is upgrading its websites and she will look into whether or not e-mail for Board members could be part of upgrades to the County site.

### TAP Letter:

- ❖ Rick Applegate began the discussion by disclosing a business interest concerning his ownership of the Villages at Mt Hood Visitor Information Center name, and then said that he has no monetary interest currently. His opinion is that tourism information is best handled when being sent through private centers rather than government centers. He allows the use of the franchise name he owns concerning tourism at the Wy'East store. Rick would like have people know that he has no financial gain or loss on the center.
- ❖ At Chair Bob Reeves' request Coni Scott began a presentation on the TAP letter and some of the process. A summary was passed out that described the TAP funding and grants for the past several years. All of the information she presented is also on the TAP website. She also provided details on the revenues and partnerships the TAP group has and the grant money.
  - Brigitte Romeo thanked Coni Scott for her hard work.
  - Shirley Dueber also added that the TAP group had good matching funds.
  - Doug Saldivar asked about branding and the logo creation. Coni Scott responded that the branding and logo process was long and boring. Coni also said that Turtledove Clemens focused the logo. Doug Saldivar asked about the book *Destination Branding* and said that the TAP group is doing a good job of framing tourism. Coni Scott responded by saying that it is an open team and the team welcomes involvement.
  - Pat Sharp asked Coni if TAP was a volunteer organization. Coni Scott replied that the group is all volunteer and the administrative fee goes toward paper and other necessary supplies. Pat Sharp also asked about key points for the projects submitted in 2009, and Coni Scott said that TAP decides if group projects meet the Tourism Development Commission (TDC) guidelines and then sends them forward, and turned down projects result in reallocation.
  - Pat Buckley asked if the project requests exceed the amount of money TAP has available. Coni Scott responded and said yes, and that TAP had standards and grades projects that come out of a long process with a big board meeting and members checking scores and averaging.
  - Bob Reeves asked about the timeline for decisions. Coni Scott said that TDC is not very good about deadlines because the group just received details and was given three days to turn around projects and comments on the status.

- Nancy Dougherty asked when the next time personal progress must be demonstrated for the grants. Coni Scott said that the project submitted by Nancy Dougherty was not approved because the cost estimates were not solid enough. Christine Roth also said that tourism wants plans and details on locations. Brigitte Romeo asked if Scenic Byways has money for the signs and Nancy Dougherty said that there is not a full design and cost yet.
- Pat Buckley asked if a list of approved projects is available, and Coni Scott stated that the list is available and online.
- Rick Applegate asked if previous years' projects are available, and Coni Scott replied that the previous years are available. Christine Roth said that next years projects are at the end of the month.
- Doug Saldivar asked if the current applications are on the website, and Coni Scott confirmed that the applications are online.
- ❖ Rick Applegate thought that the report was an improvement. In the future he would like to be able to talk about the vision of TAP and the current year's goals. The 2009-2001 focus and Main Street and Scenic Byways are all related to tourism in his opinion. He would also like to see a more holistic focus for TAP in the future. Additionally, he is concerned with discovering what the Board can do to help the TAP team. Next year he would like to have a better understanding of how projects relate to the past, present, and future. He would also like to see timelines flow better.
  - Bob Reeves said that next year maybe the team could present to the Villages Board of Directors.
  - Rick Applegate also sought clarification to Coni Scott on time and accomplishing goals. Coni Scott added that the vision is received only when Clackamas County sends it out, and Coni said that the guidelines change from year to year as per TDC. Nancy Dougherty asked if the county gives guidelines and Coni Scott said that the county gives guidelines. Brigitte Romeo asked if the county gives guidelines and if TAP's focus is heads in beds.
  - Doug Saldivar thought that this was a good opportunity to show what the whole community wants, and how Clackamas County influences, and maybe the Villages can go talk to the Board of County Commissioners in the future to lobby for projects.

Rick Applegate moved that the Villages of Mount Hood Tourism Marketing Alliance be used for TAP 2009. Pat Buckley seconded the motion. Chair Bob Reeves read the letter that was under consideration for usage. Vote: 9 – yes, 0 – no, 0 – abstain.

#### New Business: Welcome New Members

Chair Bob Reeves welcomed the new members and welcomed back the re-elected members. Chair Reeves was also happy to see George Wilson continue to attend Board Meetings.

#### New Business: Date for Workshop

- ❖ The date of the workshop was being changed due to the fact that neither Christine Roth nor Kate Roth could attend. The workshop was also to serve as an organizational meeting.
- ❖ The new date was to be Thursday, June 25<sup>th</sup> at 7 pm at the Hoodland Fire District meeting room.
- ❖ Chair Reeves thanked the Hoodland Fire District for allowing usage of the space and was happy for the large turnout. He also thanked Robert Baker for all of his hard work.

Election of Officers:

- ❖ Chair of the Board/President
  - Judith Norval nominated Bob Reeves for Chair and President.
  - Shirley Dueber seconded the nomination, as did Pat Sharp and Brigette Romeo.

Vote: 8 – yes, 0 – no, 1- abstain (Rick Applegate).

- ❖ Vice President
  - Judith Norval nominated Pat Buckley and Shirley Dueber seconded the nomination.
    - Pat Buckley made a brief speech in support of Pat Sharp.
  - Nancy Dougherty nominated Pat Sharp and Pat Buckley seconded the nomination
    - Pat Sharp briefly spoke and said that being Chair takes a lot of time and that she would be willing to be Vice-Chair but would not commit to running for Chair in the future.

- VOTE: Roll Call.
  - Pat Sharp: 9 – yes, 0 – no, 0 – abstain.

<b>Board of Director</b>	<b>Vote</b>
Shirley Dueber	Pat Sharp
Judith Norval	Pat Sharp
Brigette Romeo	Pat Sharp
Pat Sharp	Pat Sharp
Nancy Dougherty	Pat Sharp
Rick Applegate	Pat Sharp
Pat Buckley	Pat Sharp
Doug Saldivar	Pat Sharp
Bob Reeves	Pat Sharp

- ❖ Secretary
  - Pat Buckley nominated Judith Norval and Rick Applegate seconded the motion.

Vote: 9 – yes, 0 – no, 0 – abstain.

- ❖ Treasurer

- Judith Norval nominated Nancy Dougherty. Nancy Dougherty declined the nomination and withdrew her name.
- Pat Buckley nominated Doug Saldivar. Dough Saldivar declined the nomination and withdrew his name from consideration because of his learning curve as a new Board member.
- Pat Sharp nominated Pat Buckley and Nancy Dougherty seconded the nomination.
- Brigitte Romeo nominated Rick Applegate and Pat Buckley seconded the nomination. Rick Applegate declined the nomination and withdrew his name for consideration.

Vote: Pat Buckley as Treasurer. 9 – yes, 0 – no, 0 – abstain.

#### Board Member Comments:

- ❖ Shirley Dueber offered her congratulations to new members and officers.
- ❖ Judith Norval seconded Shirley Dueber's congratulations.
- ❖ Brigitte Romeo thanked TAP and welcome the new members.
- ❖ Pat Sharp had three suggestions for the June and/or July work sessions. First, look through minutes for goals, bring back the results, evaluate results, and get input. Second, get new community input in 2009 and develop a guide on what to do. Third, create and implement strategies on working together as a Board.
- ❖ Nancy Dougherty seconded Pat Sharp's suggestions. She thought that individual Board members should lead on an area of importance.
- ❖ Rick Applegate asked about the letter from Dave Lithgow on Community Planning Organizations and asked for background information. He also thought that there should be idea collection and a developed work plan. He thinks there should be a focus on a few issues including the closure of the Miller Road Quarry, water issues, and establishing a community destination group for studying the transient lodging tax.
  - Bob Reeves said that Dave Lithgow's proposal was that the Mount Hood CPO be folded under the umbrella of the Villages at Mt. Hood. Bob Reeves also said that there needs to be extensive dialogue on the issue. Dave Lithgow's proposal also included a four person decision group that takes decisions to the Villages' Board.
  - Christine Roth said that Beaver Creek and Mulino are currently CPOs and Hamlets. The CPOs went dormant and it was done through Memorandums of Understanding.
  - Pat Sharp thought that this was a big question and that there should be at least one hour on the issue for discussion and input.
  - Bob Reeves thought that Barbara Smolak should be consulted on the issue. Rick Applegate asked if there was interest in the community to have the CPO be folded under. Shirley Dueber said the Mt Hood CPO's land use committee has two officers and declining attendance. Christine Roth said that the Rhododendron people would not be able to vote on the Mt Hood CPO issues.
- ❖ Pat Buckley updated the Board with the issue of brakes that had been raised at the May Town Hall. He said that it was a safety issue and that it was not going to change.

- ❖ Doug Saldivar said that he had a lot to learn and that he has two focuses he would like to see happen. First, he would like to have specific goals created that address sustainability and the individual level. Secondly, he would like to see the perception of secrecy decreased. He'd like to see more community involvement and possibly see a summary of the minutes or actions in the newspaper.
- ❖ Bob Reeves thanked the Board for their confidence in him. The outreach, the Main Street Program, and the annual report to the BCC pleased him.

Christine Roth asked if the Board would like to have Dave Lithgow attend the work session. That would allow for debate and giving him time to present his thoughts. Nancy Dougherty was concerned over past work with the CPOs and how to involve groups. It was suggested that the Rhododendron CPO be made aware of the proposal for the Mt Hood CPO.

Any Persons to be Heard:

- ❖ Bob DuBiel asked Coni Scott and Christine Roth about the \$30,000 TAP grant. Coni Scott said that the money comes back and then re-allocated results are on the website. If projects are denied then others get the money depending on county approval and appeal results.
- ❖ Keith Schacher said that there is a neighborhood watch that is getting started. There are code enforcement issues and problem resolution that could help resolve neighbor issues. He also recommended looking into Clackamas County for solving problems.
- ❖ Kirk Hamrick updated the Board on his recycling efforts. First he discussed his contacts, the licensed recycler's list and illegal recycling in the community. He would like to know if any of the Board members oppose his work and none did. He also said that Clackamas County knows about his presentation and photos of code problems. Additionally, he was concerned about the illegal recycling and public safety concerns. He also had photos of illegal recyclers. He discussed home occupational permits and the code problems they present as well as a lack of licenses.
  - Rick Applegate said that land use is not the responsibility of the Villages at Mt. Hood. He explained that the Board can provide some support to him, but cannot help with licensing or enforcement.
  - Doug Saldivar said that he is helping Kirk form a business plan that will also focus on being positive.
- ❖ Sandra Palmer asked if the copies of minutes and agendas would be sent out on the distribution list that was created.
  - Rick Applegate said that Sandra works very hard and that he would like to see information be sent out to the community members such as her who have to reschedule and need advance information.
  - She also reported that the U.S. Forest Service Information Center is not yet open on weekends. Sandra also said she has information on roads, trails and other sites.
- ❖ Randall Paul asked about test e-mails not going through the county website to Christine Roth. She said that she will check on where the e-mails are going.

- ❖ Coni Scott said that Bill Westbrook was at the Chamber meeting earlier in the day, and he said that in two weeks the tourism center would be open seven days per week. Also, she added that people can petition the TDC Board if a project is denied.
  - Bob Reeves said that at the Chamber meeting the Villages Annual Report was presented.
- ❖ Carol Burke asked about the website and attendance, as well as what about the possibility of some comment form for people who cannot attend.
  - Rick Applegate suggested that a local volunteer should create a website owned by the Board or manage it.
  - Carol Burke said that issues are from the whole of the community and the issue is if the voice is being heard and how to get people heard.
- ❖ George Wilson asked about a website that could link to the County website. He also wanted to know if the community can comment on website development.
- ❖ Barbara Saldivar said that there would be a Community Center fundraiser on Saturday, June 27<sup>th</sup> from 9 to 4. There would be many departments and Busy Bee Catering would cater lunch.
- ❖ There will be a Chamber after hours next Tuesday at the Resort at the Mountain from 5 to 7 pm (June 9).
- ❖ Judith Norval asked about scotch broom clean up and if the Sandy Basin partners might be any help. Christine Roth said she would check on the information.

Adjournment:

Chair Bob Reeves adjourned the meeting at 6:00 pm.

Respectfully submitted,

Kate Roth  
Recording Secretary