

**DRAFT**

VILLAGES AT MT. HOOD  
BOARD OF DIRECTORS

Minutes

April 22, 2010

Chair Bob Reeves called the April 22<sup>nd</sup> meeting of the Board of Directors of the Villages at Mt. Hood to order at 7:01 pm at the Hoodland Fire District meeting room, 69634 E. Hwy 26, Welches, OR.

Attendance:

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

Approval of Minutes:

The February 11<sup>th</sup> Board of Directors minutes were presented for review. Judith Norval made the motion to approve the minutes with the inserted transcript. Rick Applegate seconded the motion. **Vote:** approved, 6 – yes, 2 – no, 0 – abstain.

The April 6<sup>th</sup> Board of Directors minutes were presented for review. Doug Saldivar made the motion to approve the minutes. George Wilson seconded the motion. **Vote:** approved, 8 – yes, 0 – no, 0 – abstain.

Treasurer's Report:

Treasurer Pat Buckley presented an update on the bank account, and said that he will establish a trust account soon. He also reported that he wrote a check to the school for an upcoming Town Hall. Christine Roth added that the Villages should soon receive another \$500 quarterly check.

County Liaison's Report:

- ❖ Christine Roth reported that the budget process is continuing. Planning has seen some of the largest cuts. She also reported that the County has hired a new deputy County Administrator. The County has not yet hired a new tourism director, and there are many rumors about who will be the next director. TDC met last week, and the Tourism department is currently a staff of three people.
- ❖ Christine Roth also reported that Code Enforcement is studying priorities and fee schedules, and is likely to make some changes.
- ❖ Molalla Prairie has had its first meeting, and it was a successful joint meeting with the Bureau of Land Management (BLM). BLM attended the meeting to present information

## DRAFT

about the Molalla River area, and possible changes if there is a wild and scenic designation.

- ❖ Doug Saldivar asked if Christine could provide more information about the CPO Leader's Meeting, and she said it is on April 27<sup>th</sup> and focuses on sustainability. Speakers include Duke Castle from the Natural Step program, as well as Warren Jones from the Mulino Hamlet, and Doug has been invited to talk about the Green Scene.
- ❖ Judith Norval asked about a going away party for Dan Zinzer, and Christine Roth said she would email the Villages Board with details when she gets them.

### Communications:

Bob Reeves asked that a letter from Wy'East Book Shoppe to Shari Anderson be attached to the minutes, since the Villages Board also received the letter.

### Unfinished Business – ODOT Construction Letter second reading:

- ❖ George Wilson presented a revised draft letter to the Villages Board.
- ❖ Bob Reeves and Pat Sharp said that they had recently attended the monthly meeting of REACT with Rich Watanabe, and the formation of an ACT is going forward. The Oregon Department of Transportation (ODOT) would like to see Hood River and Corbett included in the area. Bob said that he would like to see communications improve with ODOT. He also said that Rich Watanabe gave him information about a weekly email with construction updates for ODOT projects. Bob would also like to see the Villages Board include Jerry Sable in the discussions about ODOT. Lastly, Bob said that the federal highway people are going to be working on the White River Bridge, and it will be a three-year project that begins in June or July.
- ❖ George Wilson said he would still like to send the letter, and also asked what Rich said about the letter.
- ❖ Christine Roth said she would send George the address of Rich Watanabe so he could receive a copy of the letter. Bob Reeves asked that George or someone hand deliver a copy of the letter to Jerry Sable.

### Unfinished Business – ZDO Changes for Sustainability:

Bob Reeves announced that the County has delayed the change for at least four to six weeks. Christine Roth added that the County delayed it because feedback was so negative about having to read so much in so little time, and she said that the changes would now be done in phases. The Villages Board consensus was to revisit the topic later.

### Unfinished Business – Web Site:

Doug Saldivar said that there is not much new to report. He said that the eventual goal is to have a higher result ranking for the site in web searches. George Wilson suggested a few tools that can be used in improving keywords, and Rick Applegate suggested consulting local people (such as Bill Gildez or Mark Bachman) who could help. Bob Reeves suggested delaying the topic so that Doug, Rick, and George could talk to a few people about the topic.

## DRAFT

George Wilson moved that the ODOT Construction letter be accepted as amended. Shirley Dueber seconded the motion.

**Vote:** approved, 8 – yes, 0 – no, 0 – abstain.

### New Business:

- ❖ Judith Norval asked the Villages Board to consider pledging money towards the new Community Center if the Women’s Club asks.
  - Pat Sharp asked that the Board wait until a formal invitation before deciding.
  - Bob Reeves also explained the background on grants and the Women’s Club’s reorganization. He said that individuals and local groups would be asked to pledge money to show interest in the new building.
  - Christine Roth advised the Villages to ask for a County Counsel opinion on pledging money because the Villages need clarification on if they can spend some of their money on a pledge.
  
- ❖ Christine Roth asked if the Board would like a mailing for the Town Hall/Election, and consensus was yes.
  - George Wilson asked if notices could be posted in local businesses.
    - Shirley Dueber suggested taking flyers to businesses that request them.
    - Doug Saldivar suggested making a list of interested businesses.

George Wilson asked if Christine Roth had got information on the Cedar Ridge property from Dan Zinzer. Christine said no, but she had called Dan Zinzer and he has yet to call her back. George said that Dan Zinzer had promised a million dollars, and the Community will get \$250,000 so George would like to know what happened to the \$750,000.

George Wilson said that an issue he was concerned about was Cliff Davis’s fruit stand. The County had said that his fruit stand was not in compliance with code, and George is raising funds to help rebuild the stand. He is talking to the County to get information on how to rebuild and what the problems were before. The Board also discussed past cases that were similar, and how the community has raised money for other fundraisers.

Rick Applegate said that he sent out a letter from Chair Peterson on tourism. He would like to see the Villages send a letter about the importance of tourism to the area, and to acknowledge difficulties and the 1992 ordinance on the transient room tax. He said that Commissioner Lininger and other still support tourism. He said that at the Governor’s Conference on Tourism there were a lot of rumors, and they were not necessarily true, and he would like to see the Board send a strong, but not combative letter about the importance of tourism. He would also like to encourage the Chamber and other organizations to send letters.

- ❖ Doug Saldivar suggested having a letter drafted for multiple organizations that could be signed by groups such as the Villages, the Chamber, and TAP. He thought it was important for the whole community to send the letter together.
- ❖ Bob Reeves said that the Villages should stay out of the politics, and focus on tourism. He said the Request for Proposals for Visitor Services is out, and is due back on May 6.

### Committee Reports – Green Scene:

## DRAFT

Doug Saldivar reported that there were minor communication issues. He also said that it is going well, and there may be more volunteers than needed. He added that information for Jim Bernard, and said that the school participation is key.

### Committee Reports – Main Street Program:

Pat Sharp reported that the second meeting will be an evening event, and a group is working on increasing outreach. It will be on May 13 at 7 pm. Pat Sharp asked how to get notices to businesses, and whether the Villages should hand deliver announcements, or use a Chamber of Commerce or telephone directory. Judith Norval and Bob Reeves suggested mailing them. Rick Applegate and Doug Saldivar through that involving the businesses located on Highway 26 is very important.

### Committee Reports – Mountain Express Action Plan:

Bob Reeves presented the draft Mountain Express Action Plan. He detailed the goals, indicators of success, projects, and actions. The Board also discussed the history of service districts and what it would take to form one. Doug Saldivar also asked about when the survey details would be ready, and Bob said that the survey is done and results are being compiled. The Mexican Dinner that is a fundraiser for MEL is going to be on May 15<sup>th</sup> instead of May 8<sup>th</sup>. Doug Saldivar announced that the Green Scene would be donating \$250 to MEL.

Bob Reeves also announced that Christine Chin Ryan will be moderating the May Town Hall Candidates Forum, and that the introductions may be done by Nancy Dougherty.

### Committee Reports – Tourism:

Rick Applegate said that the RFP for visitor services is out, and that the *Sandy Post* has run an article on tourism, and is going run another soon. He also said that Phyllis Thiemann is reactivating a joint board that manages money for regional tourism marketing. He said that he had previously served on the Board, and that Phyllis would like to improve links between tourism and businesses. He also reported that at the Governor's Conference on tourism the Governor suggested protecting tourism dollars, and that it would be a few years before visitor numbers return to what they were before.

At the Brightwood Centennial on May 6<sup>th</sup> the new postmaster for Brightwood will be sworn in. There will be cake, the postal cancellation, and a community picture.

There was a reminder that the Bite of Mt Hood is on May 1 from 5-10 pm at the RV Village.

Adjournment: Chair Bob Reeves adjourned the meeting at 8:59 pm.

Respectfully submitted,

Kate Roth  
Recording Secretary