

**Concordia Neighborhood Association  
Board Meeting Minutes  
March 13, 2024**

**Board members in attendance:**

Chair – John Fitzgerald	Present
SW 1 & Treasurer - Brian Schutte	Present
SW 2 & Secretary - Megan Gobble	Present
East 1 - OPEN	
East 2 & LUTC Chair - Rich Burton	Present
NW 1 - Ike Harris	Present
NW 2 - Matt Roberts	Absent
At Large 1 - Robert Bowles	Absent
At Large 2 - Patricia McMahon	Present
At Large 3 & Vice Chair - John McSherry	Present
At Large 4 - Lauren Falkner	Present
At Large 5 & Social - Michelle Fitzgerald	Present
At Large 6 - Lucy Morrow	Present

*Taking minutes (in place of Secretary): Michelle Fitzgerald*

**ALSO IN ATTENDANCE:**

Dina (Media Team Lead), Gordon Riggs (Concordia News Designer), Kepper Petzing, Elaine Oliver (applicant for ad sales rep), Alicia Morrow, Jordana Leeb

**WELCOME AND INTRODUCTIONS:**

John Fitzgerald called the meeting to order at 6:05 pm and a quorum was established. Board attendance included.

**REVIEW & APPROVAL OF MEETING AGENDA:**

**MOTION:** Michelle Fitzgerald moved to approve the agenda for the March meeting. Lucy Morrow seconded.

**MOTION PASSED** by a majority vote; 3 abstained; 0 opposed.

**MOTION:** Lucy Morrow motioned to approve the February CNA meeting minutes. John McSherry seconded.

**MOTION PASSED** by a majority vote; 0 abstained; 0 opposed.

## **Ad Sales Representative**

Elaine has been a great addition to the team and is already working with local businesses and has acquired new ads already

**MOTION:** John McSherry motioned to appoint Elaine as the new Ad Sales Representative. Lauren Falkner seconded.

**MOTION PASSED** by a majority vote; 0 abstained; 0 opposed.

We want to maintain less than 50% of total paper space

Elaine has experience in design so can handle the ad creation

## **COMMITTEE REPORTS:**

### **1. Finance Committee & 2024 Budget:**

Brian submitted draft #5 of the 2024 CNA Budget via email to the Board members

- Changes for this revision
- recent increase in ad sales is included
- average of newspaper expenses is reflected in the 11 months when we produce a paper
- For comparison from past months - in Feb ad sales revenue was \$2800 vs. projected amount of \$2265
- Egg Hunt expenses so far
  - coloring tent, music, \$1000 for candy
- Budget Next Steps:
  - Brian will create a final version and share with the Board using the Google Drive. Dina will post the final budget to the CNA Website.
- February financial summary:
  - Monthly Revenue \$4,152
  - Monthly Expenses \$2,522
  - Monthly Profit \$1,630
  - Year-to-date Loss \$92
- Combined financial activity results in a current bank balance of \$27,815 plus Paypal reserves of \$1,435.
- Brian will be watching for anomalies and be the one to raise a concern between the projected budget and actual. As we don't finalize all expenses in the month where the budget is allocated, there can be a bit of mis-alignment. It is more likely to occur at the beginning of the year and should quickly balance itself out.

**MOTION:** Michelle Fitzgerald motioned to pass the amended 2024 CNA Budget. Ike Harris seconded.

**MOTION PASSED** by a majority vote; 0 abstained; 0 opposed.

### **2. Land Use Transportation Committee (LUTC):**

- An article was included in the March CNA News discussing driveway easement and was very well received by the neighborhood.
- New ad hoc committee for regeneration of statuses in our parks from "cited" to "in design" to investigate the building of 2 new skate parks in FernHill & Alberta parks through Parks and Rec - Rich has made connections
- Michelle requested the maintenance of the tennis courts at Alberta & Fernhill Parks to be raised with Parks & Rec and a request to have pickleball court lines added to current courts to ensure adequate public facilities are available in our community. Michelle will send an email to the LUTC committee

### **3. Social Committee:**

- Event Planning Guide
  - Events for 2024 should be documented by the time the event is finished to ensure future teams can replicate events (as desired) and have access to all documentation and notes.
  - Items to be included: Budget, Event Tasks, Graphics/Images, Marketing messages
  - Lauren will create a budget template to save to the Google Drive and use as a template for all future events.
- Eid Celebration planning underway for a celebration at the end of Eid (April 9th)
- Cinco de Mayo, Sunday Parkways, and Pride events are next up for the community
- Easter Egg Hunt
  - March 23rd - Party to fill eggs in the Community Room at Kennedy School
  - Astrid will send a 1 page with event details to all board members so everyone is aware of dates and tasks for the event
  - The committee will find a photographer and ensure there are releases available for parents to sign at the event, necessary to use in the CNA news
  - Megan & Brian will work together to create a QR code for donations to PayPal

**MOTION:** Rich Burton motioned to adopt the event planning guide for all future events. Lauren Falkner seconded.

**MOTION PASSED** by a majority vote; 0 abstained; 0 opposed.

### **4. Media Team:**

- In order to ensure clear rules & transparency, Dina proposed the following language be amended in the media team guidelines to ensure it is clear who owns which art & content and how it can be used.

“Content (e.g. copy, photographs, drawings) published in any of the CNA media assets, is owned by the contributor, not by CNA. There are three exceptions; 1) the layout and design of CNews is the property of CNA, not the Graphic Designer, 2) house ads (which are typically designed by the Graphic Designer) are the property of CNA, 3) paid ads designed by CNA and not the advertiser (typically by the Graphic Designer or Ad Sales Rep) are the property of CNA and not the designer.”

**MOTION:** John McSherry motioned to adopt the proposed language to the media team guidelines. Rich Burton seconded.

**MOTION PASSED** by a majority vote; 0 abstained; 0 opposed.

- Facebook traffic saw an increase with 10 posts in the month of February, the most viewed post was for the upcoming Concordia garden event at the Plaza and 25 new members joined the Facebook group.
- The next Media Team meeting will be held on March 26th at 6pm at John McSherry's house (6127 NE 29th Avenue)
- Newspaper delivery to homes in Concordia has been delayed in the last few months - Pamplin Media can be contacted with specific addresses that missed papers. To remedy this, please send the addresses to Dina and she can follow up.
- Ad sales exception discount for a new advertiser who purchased 4 ads, offered a 5% discount and the Board is okay with that discount for this one-time exception. This will be added to the April Board meeting to ensure all scenarios are discussed and addressed.

**5. Technology Update:** No rep in attendance

**6. Ad-hoc Friends of the Plaza Committee**

- First event is Saturday, March 16th at the Plaza from 10-12 as a seed exchange and neighborhood plant event
- Music Portland is a non-profit tasked to help musicians activate the urban plazas. They will sponsor and book 4 concerts for our plaza for \$1000. Concerts would be held in June, July, August, and September.
- Three food serving businesses who are open during the day, Four food businesses who open in the evening. Permits, staging, generators, electricity and set-up is all provided by Music Portland.

**MOTION:** Lauren Falkner motioned to provide the \$1000 to the Plaza Committee to fund 4 concerts through Music Portland. Rich Burton seconded.

**MOTION PASSED** by a majority vote; 0 abstained; 0 opposed.

**7. Community Room & Community Partnerships**

- Wifi router has been procured by *Access Tech*, our Community Partner, and can be rented using Acuity once the procedure is set.
- Router was used for the first time at the meeting tonight, and was easy to set up. Instructions on top of the box. Passwords can be updated quarterly for additional security.
- Action Item - Megan to modify Acuity scheduling application to include a \$5 per hour rental to check out Router.
- Jan & Feb 2024 Status report sent out the previous night to the Board. Please read for additional information.

**NEW BUSINESS**

Presentation #1: Oil Trains & Storage issue

- Critical Energy Infrastructure Hub
- 6.5 mile stretch between Willamette River on Hwy 30
- Stores 100% of fuel for the Portland airport, 90% of the fuel for Oregon
- Only 2% of the tanks have been built after 1986, some from the 1970s and some built in 1930s

- Land is not solid rock where the tanks are located, much of the oil is delivered by trains. Risks are train derailment, earthquake shaking and damage to the tanks, day to day cumulative pollution in the area.
- Current issue is with a company called Zenith who is coming up for a permit renewal from DEQ. This is an opportunity to protest and ask for help from our lawmakers.

April 16th - CEI Hub Task Force will send a letter co-signed by many neighborhood associations and supporting organizations.

**MOTION:** Ike Harris motioned to sign on to this letter to extend support for this effort. Patty McMahon seconded.

**MOTION PASSED** by a majority vote; 0 abstained; 1 opposed.

Presentation #2: Fernhill Sports Complex Proposal - Clarence

- April 2nd Clarence will present to Portland Public Schools, 6pm
- Ike mentioned an organized meeting sponsored by Gary Holland, chairman of PPS, which is scheduled on 3/21
- \$350 million granted with Cully redevelopment project and Prosper Portland supports this proposal
- June 6, 2023 - past letter written by CNA
- Confusion on claims that Gary Holland has made and what CNA has supported in the past. Whether a letter was sent in support of another project previously or not, the Board is entitled to change their support

**MOTION:** Rich Burton motioned to support Clarence's project to purchase the land to be developed as a community center, library, and community space. Brian Schutte seconded.

**MOTION PASSED** by a majority vote; 0 abstained; 2 opposed.

The meeting was adjourned by John Fitzgerald at 20:22.

Draft respectfully submitted /s/ *Michelle Fitzgerald CNA AL5*

Minutes approved with changes on April 10, 2024

Submitted by Megan Gobble, Secretary