

Hillsdale Community Foundation
Regular Board Meeting
November 28, 2022
Video Conference Call

Directors Present: Amy Houchen (Chair), Dick Hausken (treasurer), Jennifer Bonas, Leila Ortega

Directors Absent: David Hawkins, Jessica Kaplan

Board Members Emeritus: Rick Seifert & Michael Reunert

Meeting was called to order at 7:05pm.

Minutes of Last Meeting

The October 26th meeting minutes were reviewed and approved.

Treasurer's Report

We have a balance of \$14,424 in the unrestricted account.

Dick will contact WIX re: payment for web hosting (Robin has not seen a charge on her credit card for that).

Discussed need to renew the Post Office box rental (at the USPS in Multnomah Village). Mail box rates continue to increase; current cost is \$92 every 6 months (no savings for paying 12 months at a time). This adds up to \$910 over 5 years and \$1,820 over 10 years. Typically, we only receive 3-4 pieces of official mail each year (notices for our insurance, corporate renewal, and Oregon DOJ non profit notice); may be able to change these notices to email. Dick is willing to use his personal address. Discussed other options. Dick will ask HBPA and Hillsdale Farmer's Market manager to find out what they do and if they'd want to share a mailbox or accept mail for us. In the meantime, Dick will renew the USPS box for 6 months @ \$91.

Payments to the Foundation

Dick confirmed we have an active Paypal account that is linked to the OnPoint account. Leila confirmed that a QR code could be generated for HCF via Paypal website and used on-site, at events. Venmo does not offer non-profit accounts. Zelle is limited to only the largest banks. Per Dick, we also have a Square account which is linked to Key Bank account but it can only

accessed using an email account that no longer exists (Dick will f/u with Square about changing this).

Mural Project (at courtyard b/w Baker & Spice & Basics, behind bike racks)

Michael followed up with Cathy Apenes. She is a mural artist who has worked at Rieke. Her website is below:

https://www.etsy.com/shop/kwaArt?section_id=27579217

Amy measured the space - it is approximately 6 x 12 feet. Based on square footage, price may be around \$700 (per Leila's price quote from last month, may be closer to \$1,000).

Discussed ways to engage community, possibility of requesting ideas and/or art from local schools/organizations then having community vote on top picks. Could engage people by hosting a community table at the Farmer's Market, as well as through social media and local press. Could also request that voters make a donation (any amount) to help fund the project.

Leila provide info re: Portland Mural Project and PDX Street Art (see links below). Also mentioned the idea of an interactive mural (for example, wings, word bubbles, balloons). Offered theme concepts: diversity, inclusion, community, love, support, Hillsdale.

<https://portlandmuralproject.com/gallery>

<http://www.pdxstreetart.org/articles-all/2021/6/16/columbia-river-gorge-heron-mural>

Rick suggested idea of incorporating names of community organizations into the mural (for example, a collage of civic organizations - HCF, Usual Suspects, HBPA, Library, Schools).

Jennifer will do some research re: how other communities have done similar projects. Will also ask husband (architect) to look at mural surface and will inquire about the muralist who did the art outside Other World's Games.

New Banners

Will leave this to HBPA.

New Gateway Signs for Hillsdale

Rick reports that there are 4 metal "Gateway" signs stating "Enjoy Hillsdale Town Center" that are decades old and damaged. They are also "not allowed" per the city because they could be categorized as "advertising/marketing". He is concerned about the message we are conveying to those entering Hillsdale. Discussed the signs and options (replace, cover with graffiti protectant, change design). Group members suggested that we look at these in person, consider what other neighborhoods are doing, and discuss the topic again at a future meeting.

Concerts

There have been no committee meetings. Will need to think about this for next summer.

Caroling/Winter Night Market

Jenn discussed concerns re: unpredictable weather. Discussed idea of gathering at Basics' porch (has been done with a school choir in the past), Food Cart stage/area (no real cover) and Rieke covered area. Also discussed having a tree and a "Light Up Hillsdale!" night. Likely too late to plan at this time. Plan to keep this in mind, as well as Winter Night Market, for next year (with planning to start in August).

Upcoming Dates:

Next board meeting will be January 2nd at 7pm.

Meeting was adjourned at 8:08pm.