

St Johns Boosters General Meeting

July 20, 2016

Introduction of attending members-- 12 members attended.

Role Call of attending Board members: Mike Johnson, Mary Ann Aschenbrenner, Charlie Te, Nancy Arvesen

Minutes from last meeting: Howard Greenfield made a motion to accept the minutes from the previous General Meeting. Mary Ann Aschenbrenner seconded the motion. Passed.

Treasurer's report: Boosters have \$230 in the US Bank and a \$30,000 CD in the Albina Bank.

We need to raise funds for the lights. We also need folks to work on the October Fest.

IT report: We have had an average of 30 visitors a day to the website. The average visitor looks at 3 pages and spends 4 minutes 15 seconds on the website. This is very good. 60% of the searchers are under 34. This shows that the laptop is dominate as the mobile device. Most searches are through Google/facebook/instagram

We need more posts. If you wish to post something, please send it to Mary Ann Aschenbrenner at connect@waterlinkweb.com.

A member business can also have their logo on the top of the website for a period of time.

The marquee application is on the website and has the number of characters and lines that are available on the signs.

Membership report: We have 37 members. 3 new members since the June meeting. The list of members is on the website.

Business District Relations: Yes, the street closure has affected business in the St Johns corridor. The construction has actually begun and the street, as of now, will remain closed until Sept 2017.

Promotions: This is not a Booster event; however it is a promotion to help a business owner in the area with medical needs. There will be a silent auction, great food, music, from 11:00 am to 11:00 pm at the Colony for one of the owner's of the James John Café.

Operations: Howard Greenfield is working his way up from apprentice to journeyman Clock Keeper.

Revive the Plaza is a 90 day promotion by Mainstreet to draw attention to the Plaza and involve the community. They wanted to paint the planters; however, they discovered that the best long term maintenance process was not to paint the ones that are not all ready painted. Pressure wash the concrete ones and repaint the others. They have two colors to choose from and the community can vote for their favorite color at the Farmer's Market.

The Cake Walk will be Saturday, July 23 from 2:00–4:00 and the painting will be done from 12:00–2:00.

Guest speaker: Mary Ann Aschenbrenner – Onsite Search Engine Optimization
Mary Ann will include her instructions on the Booster website. Check out her website– waterlinkweb.com.

Business Introductions: Jim Cramer will be opening the North End Barber Company at 7433 N Leavitt on July 22. The Open House will be on July 29.

Jeremy Sivers operates Paychex and does both payroll and HR services for local businesses; will help businesses to be compliant with all Oregon laws. The company vision is to help small businesses grow.

He also has a food cart and is working to find a site that has drive through possibilities.

Boosters' charge: Working to bring the chimes back to the plaza clock and to modernize the community marquees, are the present programs that the Boosters are working on. We would like to work with Howard to have a meeting with the St Johns Neighborhood Association, the Friends of Cathedral Park, and Mainstreet in order to formulate a way to support each other in reviving the plaza. We are also looking for help from these organizations and all of St Johns to update all the marquees to make them more functional for the community. Both of these projects involve community landmarks that are part of the St Johns heritage and will help us welcome our future as a united group.

In order to make all of this happen, the Boosters' need more volunteers, more Board members, and more members in general. We especially need volunteers to work on the October Fest that will take place hopefully in McMeniman's parking lot.

As members we all need to talk with other business folks about how, as a group, we can affect the future of our community by working together now and joining the St Johns Boosters.

Submitted by Nancy Arvesen