

St. Johns Boosters General Meeting Minutes
Wednesday, March 21 7:15am
John Street Cafe

7:28am - Call to Order

7:28am - Board Role Call

- Mary Ann Aschenbrenner, Cristina Marino, Risa Davis, Beth Preciso, Scott Berry, Rachel Jones, Jean Schwartz, Charlie Te, Deanna Cantrell, Mike Johnson

7:28am - Introductions

7:31am - Staff Reports

~~Treasurer~~

~~IT/Communications Report~~

Membership

- 50 paid members
- Website is optimized (easier for customers to find your business)
- Benefits of membership: web page with photos

Business District Relations

- Update on Central Lofts: Starting July or August

Promotions

- St. Johns Parade: looking for volunteers
- "Welcome Wagon": promotional material going to new residents in the new apartment buildings (Risa, Jean, and Greg will work on putting together packets)
- Banners: 20 banners going up by the end of April
 - Sponsorship promotions to help subsidize the banners
 - Form will be on the website to sign up for sponsorships
 - Need to raise at least \$3,500 to match the grant

Operations

- Marquee
 - Maintenance fee
 - Electrified sign is painted and electrified by Farid Balouri (owner of Union)
 - New Sign Cost: \$20,000+
 - Looking for sponsors for updating other signs
 - Center for Opportunity contributed a little over half

- Plaza Clean Up Day: Need Volunteers
 - Refinish Benches
 - Replacing the Plants in the Planters

Fundraising

- Shred Day: Wednesday, May 9, 6:30am-7:00pm at The Eagles

8:13am - Presentation - David James Robinson, Attorney: Tax Cut and Jobs Act

8:53am - Marica Thompson, Paiku: hoping to open next week (8am-10pm, T-Su), seating for 38.

8:55am - Upcoming events

- Roots n Harmony, Saturday, May 5 Benefit Show
- St. Johns Food Share Fundraiser through the end of the month
- Community Bowl Project: Fundraiser for St. Johns Food Share
- Risa's house is for sale
- Cathedral Park Jazz Festival, July 20-22
- Liz Smith: Bizzy Lizzie (Social Media Marketing Consultant), at St. Johns Center for Opportunity
- St. Johns Center for Opportunity: Speakeasy, Fundraiser (April 12)
- St. Johns Spring Clean, April 28 9-3pm @ N Central & N Charleston
- Oregonians Scholarships for Students
- Dia de los Ninos Dia de los Libros, April 21 2-4pm, St. Johns Library
- Working Class Medicine (in Kenton) has opened, Naturopathic doctor's office
- Alison at Delicious Life Wellness, massage therapist takes insurance
- Shanti Om, teacher yoga training starting in June, March 31 Ayurvedic Class
- Alsherif Design & Prints: screen printing (small batches)
- Air Quality Testing Project: jenstjohns@gmail.com
- Depave Fundraiser: April 12, looking for donations: depave.org
- Ace Hardware: Bogo paint sale this weekend

9:24am - Meeting Adjourned