

SW Trails Zoom Board Meeting Via Zoom
February 23, 2023

Attendance:

Board Members: Debbie Small, Don Baack, Laura Campos, Dave Manville, Brian Brady, Barbara Stedman, Jason Bergstrom (newly elected), Lee Buhler

Guests: Bill Gallagher, Don McCoy, Eleazar Ruiz, Lyle Huber, Mike Ivie, Sandy

Debbie called the meeting to order at 7:00 pm

Agenda: Debbie displayed the agenda. **Don made a motion to approve the agenda. Barbara seconded the motion and the motion passed unanimously.**

January 26, 2023 minutes: **Don made a motion to approve the January 26, minutes. Dave seconded the motion and the motion passed unanimously**

Treasurer's Report: Lee presented the Treasurer's report. We were \$701 donations in January with expenses of \$65 in the operations account. There was an expense of \$288 for native plants for the Beaver Festival restricted account.

Membership: The January memberships are as follows:

2023 Membership Report Data for --->	January
New members this month (No prior donation)	4
Renewing members this month	2
ALL MEMBERS 2022 thru current month 2023	157
New sponsors this month (No prior sponsorship)	1
Renewing sponsors this month	4
ALL SPONSORS 2022 thru current month 2023	46
Member Donation for the current month --->	\$ 336
Sponsor Donations for the current month --->	\$ 540
Grand Total of ALL 2022 Donations	\$ 876
Recurring Monthly Subscription -Sponsors -->	5
Recurring Annual Amounts\$ --->	\$ 456

Social Media: Barbara reported that the number of followers on social media platforms had increased. The Facebook page has 1200 followers, Instagram has 915, and Twitter has 127 followers.

Monthly Walks: Dave reported that the second Saturday walk last month around Smith School area was successful, with 20 participants. Emily may lead the hike next month, but there is no information about the location, length, or route yet.

Dave also reported on the third Saturday walk, which involved walking from Little Gabriel Park up the new sidewalks on Capitol Highway, followed by trail number seven and a walk-through Gabriel Park on several newly constructed trails.

There will be walk on the first Saturday in April will be a collaboration with PBOT for the grand opening of the Capitol Highway project, and it will follow the same route.

Work Parties: Dave announced that the first of two work parties in Marshall Park will take place on Thursday, March 2nd, where they will construct a new segment of trail on the Hillsdale to Lake Oswego trail. It is on the section of trail that goes from Taylor's Ferry down to the Owl Creek Bridge. It will take two work parties to complete the construction, and it is open to as many people as possible. The new trail will provide safer access to Marshall Park, and it will replace the portion on current Trail number six. The second work party date is yet to be determined.

Signs: Brian reported that there were no new updates to the dashboard, except that he and Don did some quality control on the replace and missing columns. They found that only 16 signs need replacement, and there are fewer missing signs than previously thought at 37. The signs that have some damage are 173. Brian presented the inventory of the signs in Southwest Portland. The sign inventory project has taken 11 months. He also shared a link to the publicly available database with the attendees.

Hillsdale to Lake Oswego Grant: Don said PBOT has accepted the proposed changes to the maintenance agreement. The guidelines give us more flexibility. They eliminated the stewardship agreement that would require us to maintain trails in perpetuity. They will have the signed permit for the Hillsdale to LO trail section. Walk-around with the PBOT sign people was cancelled. Don will work to set a new time with the sign people next month.

Wells High School Work Party: Don said on April 22 there will be a cleanup at Wells High School as part of Earth Day. Lunch will be provided. Bring clippers/pruners.

Walk-around with City: Meet with to discuss planning and budgeting for the eastern connections of the Red Electric Trail.

Ashcreek Grant: Dave said they are up to nine of the 15 steps are done.

Tunnelwood Trail: Dave said one neighbor is worried about the property line, so the project has been delayed to discuss with that particular owner. He said there is already enough neighbor support but he would like every neighbor to be in favor of it.

Website: Brian said he has found someone who does website design and marketing and would like us to hear his presentation. He said we need to consider the SWTrails ten-year sustainability plan.

Eleazar Ruiz talked about his design and marketing company. He said they work with people like us who would like a change and people just starting out. He hikes with his family. He said there is a big opportunity to connect the SWTrails signs with the website. He said it would be important to create a branding to connect the signs with the website social media and other aspects of SWTrails.

Eleazar from Odd Notion displayed a presentation on what they could do for SWTrails. There are four phases: brand strategy, brand building, brand experiences and brand activation. Eleazar talked about one of their clients, Gravelland. Brian said he found Eleazar from this website. He has also worked with the Oregonion and Eleazar displayed some of that. They have also worked with Nike and the Portland Business Alliance

Laura asked about staff and Eleazar said they have four on their staff. He has been doing this for 16 years and the company is 3 years old. Laura asked if they have thought about bringing more diversity and Eleazar said as a minority organization they think about that a lot.

Don suggested he look at the 4T trail website as there may be an opportunity in the near term.

Fiscal Sponsorships:

Beaver Festival 2023: Laura is seeing if there can be involvement with the Muslim community.

Tool Library: Nothing to report

Advocacy: Don and others from the Hillsdale Neighborhood and Business Associations met with Commissioner

Mapps on the Rose Bus Lane. Don will meet with a staff member from Commissioner Ryan's office who oversees Portland Parks to discuss how the design money will be spent for the Hillsdale to Lake Oswego Trail.

Upcoming Community Events:

First Saturday Walk: Debbie said they have been contacted with PBOT about a celebration for the opening of the Capital Highway project. It will be the first Saturday of April. Debbie, Dave and Don met with them. They told them we were short of leaders but would be willing to partner in other ways. Laura said she would like to be involved as she has been advocating for it since the 1990s.

Walking Town Hall with Rep. Graber: Dave talked about a Walking meeting with Dacia Grayber, Dave displayed a map of the hike. The date has not been set. Dave said he would like to have people help guiding people back who do not make the full route. Jason has volunteered to provide transport for those who "poop" out back to Multnomah Days.

Multnomah Village Earth Day Celebration: Debbie was contacted to see if we wanted to participate in the Multnomah Village Earth Day Celebration. The work party at Wells High School is part of this.

Bylaws: Debbie displayed the draft bylaws and went over the changes which were highlighted in red. One major change is that memberships will not require a donation. Also, there were updates to standardize items and to account for virtual meetings etc. Action by Consent was added as well as the Consent Agenda. Don said the Consent Agenda would save time at the meetings. Debbie said the Action by Consent says that any online action must be unanimous.

Don moved to approve the changes. Dave seconded the motion and the motion passed unanimously.

Don moved to adjourn the board meeting. Brian seconded the motion, and the board meeting was adjourned at 8:24pm.

SWTrails Annual Meeting

Debbie opened the Annual Membership meeting, then turned the gavel over to Don Baack

Don read the list of those who had previously agreed to be on the SWTrails Board. They are as follows:

**Lee Buhler
Glenn Bridger
Brian Brady
Barbara Stedman
Debbie Small
Jason Bergstrom**

Don asked for nominations from the floor and there were none. **Dave moved that the members be elected to the board by acclamation. Barbara seconded the motion passed unanimously.**

Don passed the gavel to Dave. Dave read the list of nominated officers as follows:

**President: Debbie Small
Vice President: Don Baack
Treasurer: Lee Buhler
Secretary: Open**

Dave asked for nominations from the floor and there were none. **Dave moved to elect officers by acclamation there were no objections.** Dave yielded the chair back to Debbie.

Bylaws: Debbie called for a vote and the proposed bylaws passed unanimously.

Budget: Lee displayed the 2023 budget. There were minor changes.

Dave moved to approve the budget. Don seconded the motion and the motion passed unanimously.

Dave made a motion to close the SWTrails Annual meeting. Lee seconded the motion and the motion passed unanimously.

Resumption of Regular Board Meeting

Dave said we have started Policy and Procedures documentation and a folder for that documentation is on the SWTrails OneDrive.

There was a discussion on the presentation on website development. People had positive comments except for the cost and questions about on-going maintenance. Also, people pointed out that we need to identify who our audience is and what the problem is we are trying to solve. Debbie asked for people who would be willing to be on a sub-committee and Dave, Brian, Laura and Debbie volunteered. Debbie appointed Brian to chair the sub-committee.

Dave made a motion to adjourn the meeting. Barbara seconded the motion and the motion passed unanimously.

Next Board Meeting: March 16, 2023

The meeting was adjourned at 8:58pm