

Members Present: Jennifer Brent, George Cushing, MJ Guidetti-Clapshaw, Kaylene Toews, Holly Tsur (02 vacancies)
Staff Present: James Reitz
Council Liaison: Richard Kidd
Citizens Present: 05

1. **Call to Order:** Cushing opened the meeting at 7:15 p.m.

2. **Citizen Communication:** None.

3. **Action Items / Discussion:**

A. City Club of Forest Grove: Linda Lewis and Mary Jo Morelli shared their visions of a historic downtown. Ms. Lewis is the newly-elected president of the City Club. They commented that they have cross-pollination as a City Club chair person is also on the board of the Friends of Historic Forest Grove. The City Club's focus is the merchants of downtown, and Ms. Lewis will be creating a survey to determine their future needs and interests. She described the key points of their vision and approach as:

- Vibrancy is needed to add foot traffic, such as what the film crew did last summer, with more signage, sidewalk displays, flowers, etc. Kidd noted that the HLB could support that effort with renovation grants for building improvements.
- Ms. Lewis plans to create a survey to see if downtown businesses would like to become a historic district. Toews suggested they start with business owners, and then move to on to building owners. It was also noted that there is a helpful website about the National Trust's Main Street America program at www.preservationnation.org/main-street.
- They closed by noting that the Museum of Washington County highlights local communities on a rotating basis. Forest Grove is scheduled to be highlighted this February, and Forest Grove residents will be granted free entry to the museum on February 20th.

Tsur requested that they report back to the HLB in a couple of months.

B. Strategic Plan: Bernadette Niederer and Dave Pinyerd of HPNW were present to discuss their progress to date.

SURVEY RESULTS: Approximately 250 responses had been received. As the survey deadline was just a few days beforehand, results are preliminary. Among the highlights: 75% of the respondents think historic buildings are an important part of a city; nearly 50% think the downtown should be designated a historic district while 15% were opposed to this idea; 65% think the downtown should consider joining the Main Street program; 42% would like the HLB to continue the newsletter; 42% would like the HLB to sponsor more workshops; and 78% had never visited the HLB webpage.

After discussing the preliminary results, the drawing was held for the respondent's prize. Carrie Clark's name was selected. Staff will contact her and arrange delivery of her prize.

FOCUS GROUP: Staff will arrange for a venue and send invitations to those who expressed interest in participating on their returned surveys, and forward an invitation to the Friends for distribution on their email list.

- C. **Annual Website Review:** The annual website review was postponed in favor of waiting for results of the strategic plan.
- D. **Design Review Policy:** Reitz outlined the draft policy, and suggested that the Board not try to anticipate every possible application of it, but to keep the policy flexible to allow some latitude in how it would be applied. **The policy was adopted (4-0-1) with Toews abstaining since she is anticipating a project that would fall under the new policy.**
- E. **Election of Officers:** The existing slate was adopted by unanimous proclamation. Tsur will continue as chair, Toews as vice-chair, and Cushing as secretary.

4. Old Business/New Business:

- Approval of HLB Meeting Minutes. **The meeting minutes of December 15, 2015 were approved as submitted.**
- Council Liaison Report: Kidd updated the Board on various items of interest, including the City's new official logo. He also distributed umbrellas as a Thank You for the Board's service to the community.
- Reitz reported that the Anderson Building remodel project previously reviewed and approved by the Board was continuing.
- Toews' abstention resulted in the Board questioning what would happen if the voting members dropped below the number needed for a quorum. Reitz explained that a quorum is four or more, but only three or more are needed for a vote.
- Tsur suggested the Board consider a social media "face" as part of the strategic plan. If that is something the Board chooses to pursue, Toews has many ideas about how to move this idea forward.
- On the February 23 meeting agenda: Appoint a subcommittee to create this year's CEP grant application, and appoint another subcommittee to review the focus groups results.

5. Adjournment: The January 26, 2016 meeting adjourned at 9:15 p.m.

These minutes respectfully submitted by Jennifer Brent, Acting Secretary