

Oak Grove Historic Trolley Trail Association

December 7, 2017

Meeting Minutes

Attendees:

Annette Guarriello, Mike Schmeer, Fallon Kraxberger, Bobbie Paredes, Sharon Flaherty, Gary Rifkin

1. Old Business

a. OGHTTA Name Change/Budget Goals

A new name for OGHTTA was voted on. Our new name is now HISTORIC DOWNTOWN OAK GROVE (HDOG) which is more in line with Main Street America (MSA) guidelines. Bobbie will submit name change to Oregon Secretary of State, IRS, DOJ and Onpoint Credit Union. We prioritized targeted projects for the next year and budget goals for those projects. Events, event insurance, Lighting, administrative expenses.

b. Main Street America Presentation/ Businesses

Shari Stuart, Oregon Coordinator for MSA will make a presentation to the Oak Grove community. She will explain that HDOG is a new Affiliate member of MSA, and answer questions about their program and invite the

community to join HDOG with our efforts. Bobbie has volunteered to approach the Downtown businesses and explain the program to them to get their buy in. We will develop talking points for that project. We would like to announce the presentation at the Oak Grove Community Council (OGCC) meeting in January and also advertise it through social media. We would hold the presentation in February, possibly at the Church. We will finalize the By Laws for the group before those meetings and appoint Board Members after the presentation.

c. Trolley Trail Bike Racks

We will meet next Thursday, December 14th at 10am at Vinyl Tap, with Mallorie McDowell from Clackamas County Transportation Department. We will be discussing the 2 new bike racks the County has offered to design and install on the Vinyl Tap corner and also across the street by Hair Designers.

d. Concord School/Library

There is a new talk force consisting of representatives from 18 different stakeholders in the Oak and Jennings Lodge area. They are involved in the input for the Concord School repurposing. Fallon is the representative for HDOG and is unable to attend the meeting December

13th at Rose Villa. Mike Schmeer, who is the History Detectives rep has offered to sit in her place.

e. 501 (c) 3

Once our name change is official, we will proceed with applying for the 501(c)3. We are looking for a local CPA to work with.

f. Future Events

We had a successful Summer Fest, Halloween Fest and Blackberry Cleanup and will continue those events.

Summer Fest/Logo/T-Shirts

Sponsorship Levels

Bobbie suggested that we make the very successful Summer Fest the biggest fundraiser of the year by having sponsorship levels. For example with a \$500 “Trolley” level sponsorship, a business would receive their logo on the back of the Summer Fest T-shirts. \$250 level, a business would receive their logo on a large banner that would be flying on the roof of one of her buildings at The Station at Oak Grove. This fundraiser would be the main revenue source for all projects for the year.

g. Welcome Packet

Fallon has been working together with Gary Blair on creating a welcome packet for people moving to Oak Grove. She is considering a newsletter format that can be given to realtors, open houses, etc.

2. Open Forum

Gary -we welcomed Gary Rifkin who is the new Marketing Coordinator for OGCC. He has several ideas of how to market Oak Grove. He suggested having occasional small events throughout the year, along with the bigger festivals. He also suggested marketing some events to bike riders (bike runs with prizes or earned tickets that you could accumulate over time from other bike runs to redeem for prizes). Gary was involved for several years with events and revitalization in Coos Bay and the Coos Bay Blackberry Arts Festival.

Sharon-Sharon is in contact with Car Show groups and says we could have several car shows. Fallon spoke with one of those contacts who explained that Car groups have a magazine with a calendar of events that is created very early in the year so we'll need to organize that soon.

The group would like to see music in the park events held in the adjacent ball park next to Vinyl Tap building. It is owned by the School District. Sharon said Vinyl Tap would sponsor the music. We will contact Noah at New Urban School to find out about the community use of the property.

Fallon-Fallon explained that she, along with Eleanore and Bobbie, are working on networking with Scott Archer at Parks& Rec. He has shown an interest in our group and an excitement to partner with us for future events, as they are hiring an events coordinator soon. Scott understands that we would like to see a land trade of the School District's ball park at New Urban High School with a Parks and Rec property much like the Concord School trade. Once it is owned by Parks and Rec, we would like to see a community park there. This is one of our long term goals.

HDOG has started a new partnership with the Boys and Girls Club. They have a Christmas gift program for their children that needs our support. Fallon has been keeping updates on our facebook page. She also works with the Oak Grove Observer facebook administrator, John Chilson to post on their page.

Sara needs recognition for her work on creating the new sign. Possibly a gift paid for by OGCC.

Fallon reminded us that we set our 1 year short term goals at the last meeting.

--New Bike Racks installed

--MSA Presentation

--501(c)3

--Name Change

--Blackberry Cleanup

--Lighting

--Community Art Project (trolley art along the blackberry fence)

Mike-we discussed a logo for HDOG and having Sara create it. Mike has sketches of a trolley he would like to submit for a logo idea. He also suggested the picture of the old Oak Grove Station with the girls choir and somehow implementing that picture for a logo.

He would like to see an event that includes a train ride with tickets made to look like the tickets of the old trolley. The train (trolley) could go up and down the Trolley Trail. We could have a ticket office that looks historical and we could have the school design and build it.

Bobbie-has been in contact with Wendy Coryell, Lighting Coordinator from the County. Wendy and her PGE rep are scheduled to come out for an onsite visit to

downtown Oak Grove in January. They will research better lighting options for Oak Grove Blvd. and the Trolley Trail. Bobbie would like to see a First Thursday event, once a month during the summer months, closing down Arista and have a beer garden, music and vendor booths lining the street in the evening.

Annette-explained the lighting issue to the group. Some of the lighting along Oak Grove Blvd. is too high. There are different, lower and more effective lights that are brighter and safer for pedestrians. She has been working with Wendy for quite some time on this project and will contact her to confirm a January date for the onsite visit.

Next HDOG meeting January 25th, 11am, Vinyl Tap.