



BEAUMONT-WILSHIRE

Beaumont-Wilshire Neighborhood Association (BWNA)

www.bwna.us

January • February 2012

Fremont Festival of Lights a Big Success

By Dan K. Johnson

An estimated three to five thousand people braved a chilly Friday night on December 9th to enjoy the second annual Fremont Festival of Lights, sponsored by the Beaumont Business Association (BBA).

"We are thrilled with the huge turnout and wonderful support from people in our NE Portland neighborhoods," said Dan Johnson, president of the BBA. The highlight for many families was

the visit from Santa, with well over 900 children getting their picture taken as each child shared their Christmas wish list while Mrs. Claus smiled and kept the procession moving smoothly.

"A popular new feature this year was the Shop Hop," Johnson said, "with festival-goers visiting 12 participating shops along Fremont Street."

Each participant got a card validated at each shop to become eligible for a drawing at the end of the festival.

Winner of the \$100 cash first prize was Brenna Giannini, who said she learned about the festival and Shop Hop on Facebook. "I really enjoyed going to all the lovely shops and being out with people on the street having such a good time," Brenna said.

Second prize winner Carol Engeman, who received a huge gift basket valued at \$500, came to the event after seeing the banner across Fremont a week earlier. "I had planned to go to Seattle to meet my daughters

who were returning from Africa, but they were delayed so I came to the festival, and it was so much fun," Carol exclaimed.

Johnson lauded Rebecca Lehman, the event chair, and his fellow board members and volunteers, including students from Grant High School, for making the festival a success.

"We are already planning for next year," Johnson said, "and we intend to make the Festival of Lights a cherished tradition for our NE Portland neighborhoods."



Carol Engeman receiving gift baskets valued at \$500.00, first prize from the Fremont Festival of Lights Shop Hop drawing, presented by Dan Johnson.



Brenna Giannini receiving \$100.00 cash, second prize from the Fremont Festival of Lights Shop Hop drawing, presented by BBA President Dan Johnson.





President's Message: **Imagining and Doing**

By Al Ellis

In a philosophical ballad that inspired a generation, John Lennon envisioned a utopian society where there would be “nothing to kill or die for”—i.e., a world without borders or social classes in which the motivations for war will no longer exist, “...and the world will live as one”. Unrealistic, you say? Lennon himself acknowledges as much in the song—but with a glass half-full caveat of practicality: “You may say I’m a dreamer, but I’m not the only one...” It’s the hope that idealism (following one’s dream) can take root in reality through the practical application of social networking (strength in numbers). For starters, think Arab Spring revolutions and the Occupy Wall Street movement... But what does all of this have to do with BWNA?

Imagine the following connection: We begin with residents who have neighborhood concerns that need addressing but feel powerless to act upon. It could be a traffic safety issue, airport noise, unleashed dogs, a zoning concern, whatever. The message is that dreams can come true, but certainly not by sitting on our hands feeling frustrated. I’m reminded of entrepreneurial dreamer Steve Jobs who, when the chips were down at Apple, reset the company onto a new path to success with the empowering mantra, “Think Different!” And it’s that kind of outside the box thinking that I would contend is key to solving many of the problems right here in our neighborhood.

The conventional problem-solving approach is to do it yourself: go-it-alone in contacting City Hall, the Transportation Bureau, Animal Control, etc. And I wouldn’t discourage residents from doing that. However,

experience tells us that individual complaints and requests don’t pull the same weight as collective resolutions. Thus, a nonconventional strategy involving community outreach often provides the most effective vehicle for change, and in the past few years, two examples stand out in our neighborhood: the against the odds fight to stop construction of a cell tower adjacent to residences and the lengthy struggle to convince the City that speeding on the infamous Wistaria curve warranted a funded solution.

In the case of the cell tower, a small handful of residents near the proposed site began by organizing themselves into a committee and established a website. They then contacted me in my capacity as BWNA President, which eventually led to the BWNA Board holding a public forum on the issue, and finally a neighborhood resolution in opposition to the cell tower. The resolution was submitted to surrounding neighborhood and business associations for endorsements. This (and a lawsuit by Respect PDX) caught the attention of the media as well as City Hall, and two years later Clearwire threw in the towel, abruptly announcing that it had not only withdrawn its application to build the B-W cell tower, but was abandoning similar projects in 4 other neighborhoods. Imagine that! Wistaria curve residents followed a similar path (minus the law suit), eventually persuading the City to fund installation of speed bumps last fall. Moral of the story: Think big, imagine creatively, and “I hope some day you’ll join us...”

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Neighborhood Greenways Outreach Project

By Scott Cohen

In the spring and summer of 2012, the Portland Bureau of Transportation (PBOT) will be promoting select Neighborhood Greenways – Portland's



Example of street sign topper on SE Clinton St.

best streets for walking and bicycling – in North and Northeast Portland.

The outreach campaign will focus on the Going Street and N. Michigan Avenue Neighborhood Greenways and the surrounding neighborhoods and business districts. As part of the campaign, artistic street sign toppers of bicycles and people

walking will be installed. These signs will help people identify that they are on a Neighborhood Greenway and add a little art to the streets! This marks the second time that PBOT will install street sign toppers; the first installation occurred in Southeast Portland on Clinton Street (www.portlandonline.com/transportation/clinton for more details).

In addition to installing street sign toppers, PBOT will be hosting community events on the Going Street and N. Michigan Avenue Neighborhood Greenways and offering promotional incentives to residents and businesses near the streets. For more information visit, www.NeighborhoodGreenways.org and click on the "Going to the River" link.

Funding for the Neighborhood Greenway outreach project comes from a grant awarded by the Oregon Department of Transportation. The grant project, called "Going to the River," funds bicycle and pedestrian improvements in North and Northeast Portland, including Swan Island.

For more information, you may also contact Scott Cohen at 503.823.5345 or scott.cohen@portlandoregon.gov.

An advertisement for Popina Retro Swimwear. It features a woman with blonde hair wearing a large straw hat and a colorful, patterned swimsuit. The background shows a tropical setting with palm trees and a swimming pool. The text "FRESH RETRO SWIMWEAR" is at the top. A banner says "Open Seven Days a Week!". At the bottom, it says "Popina Portland's Bathing Suit Boutique 4831 ne 42nd ave. popinaswim.com".

BWNA Calendar

Saturday, January 7th & Sunday, January 8th

• 9:00AM – 3:00PM

Troop 107 Tree Recycling, 33rd & Skidmore
(page four)

Monday, January 9th • 7:00PM

BWNA Board Meeting
Bethany Lutheran Church, Conference Room
NE 37th Entrance

Friday, January 13th • 5:00PM – 9:00PM

Second Friday on Fremont
(page twelve)

Friday, January 27th

Deadline for ads and articles
for the March - April 2012 newsletter

Friday, February 10th • 5:00PM – 9:00PM

Second Friday on Fremont
(page twelve)

Monday, February 13th • 7:00PM

BWNA General Meeting
Bethany Lutheran Church, Fellowship Hall
NE Skidmore Entrance

Friday, March 9th • 5:00PM – 9:00PM

Second Friday on Fremont
(page twelve)

Monday, March 12th • 7:00PM

BWNA Board Meeting
Bethany Lutheran Church, Conference Room
NE 37th Entrance

BWNA's calendar is on the web!

Go to www.bwna.us and select BWNA Calendar

Write a Letter to the Board

The Board of Directors welcomes letters concerning local neighborhood issues. Writers are asked to limit letters to 150 words. Letters may be edited for length and clarity and will be published as space allows, including on our website/blog (www.bwna.us).



New Business, Familiar Face

By Serah Breakstone



Walking down Fremont, you may have noticed a new business has opened in the space previously occupied by Shop Adorn (47th and Fremont). Pride Financial may be a new venture on Fremont, but owner (along with several partners) Dan Johnson is a familiar face in the neighborhood.

Dan served as treasurer on the

board of the Beaumont-Wilshire Neighborhood Association for several years. While he remains involved with the BWNA advertising clients, he has moved on from the board to take a position as President of the Beaumont Business Association, replacing Becky Lehman officially at the start of the new year. Dan's work with the BBA has already begun, however, for the Fremont Festival of Lights and other future events. Dan's goal as President of the BBA is to further their mission statement of highlighting the historic, cultural, and commercial amenities of the neighborhood.

He would like to create a Beaumont "brand" that focuses attention on those aspects and provides BBA members with a marketing tool, showing them value for their membership.

Dan's business, Pride Financial, began several years ago when three independent financial advisors decided to merge and open an office in Lake Oswego. Since then, it has been Dan's aspiration to open a second office in a northeast Portland location in order to cut down on his commute and provide a more convenient location for customers in

Portland. With the new location on Fremont, his commute is now a ten minute walk. Pride Financial offers a full range of financial services, including finance planning, risk management, wealth management and small business consulting. Dan's aim is to "demystify financial planning" and help people understand the importance of having a solid financial plan. As he puts it, "If you don't deal with your stuff now, someone else will have to do it for you." He believes financial planning doesn't need to be an expensive

or daunting task, and can even be fun. The new office space is bright and welcoming and Dan and his partners encourage people to just stop in to say hello and ask questions.

On a personal note, Dan said that he has always been involved in community organizations

and firmly believes in contributing to his neighborhood. His motto is, "You shouldn't complain unless you're willing to get involved." He admits it makes for a busy schedule, but that it's worth the effort. We're certainly glad he feels that way and are happy to welcome Pride Financial to the neighborhood.



Troop 107 Tree Recycling

By Licia Schall

We will be at our regular site at the **corner of 33rd and Skidmore** on the following dates:

Saturday, January 7th, and Sunday, January 8th.

The times of collection will be from **9AM - 3PM.**

If you need any other details please call 971.246.2865.

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General Meeting Focus: Beaumont-Wilshire Small Business Community

By Al Ellis

"It's the economy, stupid!" Such is the conventional wisdom of the pundits during this election year, as politicians heed the message and tout their plans for economic growth—often with an emphasis on the importance of small businesses to the nation's well-being. Accordingly, with two vibrant business communities serving the Beaumont-Wilshire neighborhood, it's only fitting that the main theme for BWNA's February General Meeting center on our own small businesses. Representing the Beaumont Business Association (Fremont St. businesses) will be current BBA President Dan Johnson of Pride Financial Partners. And representing the NE 42nd Avenue Business Association will be past-President Carolyn Mistell of Delphina's Bakery. Each will review the history of their respective business districts, provide an assessment of how things are progressing currently, and discuss objectives for 2012. Following their presentations, they will field questions and comments from the audience.

In addition to our business speakers, there will be a crime report from a local police officer, followed by an update on crime prevention activities and programs by Beaumont-Wilshire's Crime Prevention Coordinator Mary Tompkins. Both will field questions and comments from the audience following their presentations. The evening also includes a discussion on upcoming BWNA events, committee reports, and an opportunity for residents to make announcements and share concerns for the good of the neighborhood. The BWNA Board welcomes suggestions regarding issues to pursue, topics to discuss, and speakers for future general meetings.

So come and participate with your neighbors. Mark this on your calendar now: the second Monday of February—the 13th—beginning at 7:00PM in the basement meeting room ("Fellowship

Hall") of Bethany Lutheran Church, located on the corner of NE 37th and Skidmore St. (Enter down the walkway on Skidmore side of church.) As always, light snacks and refreshments will be served.

Don't forget...

BWNA Board Meeting
Monday, January 9th, 7:00PM

BWNA General Meeting
Monday, February 13th, 7:00PM



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February 1st - 14th

Large Cowboy Pizza ...\$10.00

Pizza Sauce, Mozzarella, Pepperoni, Sausage, Mushroom and Olive

February 6th - 14th

Heart Baker Pizza ...\$7.00

Pepperoni Pizza, Shaped in a Heart for Valentines Day

February 15th - March 31

New Large Bacon Cheeseburger Pizza ...\$11.00

Burger Sauce, Mozzarella, Beef, Bacon, Onion Mix, Tomatoes, Pickles, and Cheddar Cheese



New NET News

By Chris Boeh

On November 14th at the BWNA executive board meeting, Con Bricca and Chris Boeh, co-leaders of Beaumont-Wilshire NET provided an update to the board of our Neighborhood Emergency Team (aka: NET). Their presence at the meeting was to re-introduce the team to the community leadership, to announce new team leadership, and to speak to the recent placement of new signs at Wilshire Park that read, "Neighborhood Emergency Staging Area".

Late this summer Liz Johnson, after graciously and honorably serving as our team leader for over 9 years, announced that she would resign. Though resigned from leadership, she has decided to remain on as an active member. Thanks Liz, for a job very well done. To replace the leadership void, the team has accepted Con Bricca and Chris Boeh, who will serve as co-leaders.

Your Beaumont-Wilshire NET is comprised of 12 to 15 active citizen volunteers, who have been trained in basic life safety and emergency preparedness skills by Portland Fire & Rescue. Con and Chris live in this community and our mission is to assist Beaumont-Wilshire residents in the event of a major incident or large-scale disaster, whether man-made or natural. Our goal is to provide assistance to as many as possible affected

by a neighborhood emergency. Specifically, we are trained in search and rescue of lightly and moderately-damaged structures; to help evacuate the injured to a medical triage site nearby; to use fire extinguishers to put out small fires; and provide basic medical first aid to neighbors in need. At

the staging area, a team member and licensed Ham radio operator is charged with communicating with appropriate city emergency management coordinators.

After any large-scale emergency that affects our neighborhood, and with the assumption that professional "first responders" will not get to every neighborhood for a matter of hours or days, your local trained NET volunteers will respond to immediate needs until emergency medical technicians and fire fighters can arrive.

The plan is that the B-W, NET members (those that are available in the neighborhood at the time of an event) will assess their families and immediate neighbors' safety. If their home and immediate community are safe, each member will don their gear and walk to the established "staging area" at Wilshire Park. The purpose of our staging area will be to provide information, communication (with a Ham operator available), basic medical care and other generalized

support as needed. The staging area will be a focal point where everyone who can or wishes to meet after an emergency will have a place to go.



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Four staging area signs have recently been placed at Wilshire Park by Portland Parks and Recreation.

They are located:

- At the south side of the park at the NE 35th Ave. walkway
- At the north side of the park at the NE 35th Ave. walkway
- At the southwest corner of the park (near NE 33rd Ave.)
- At the northeast corner of the park (corner of NE 37th Ave & Skidmore)

The park staging area signage was initially a concept and design provided by Ethan Jewett, Team Leader of Woodlawn NET. The concept became a reality due to the cooperation of Commissioner Nick Fish of Portland Parks and Recreation and Carmen Merlo of Portland Bureau of Emergency Management.

The primary training for our NET team is provided in the spring and fall by Portland Fire and Rescue, but some local community colleges do offer CERT (Community Emergency Response Team) training. NET training is the same as CERT training. If any of our neighbors wish to learn new skills and join our team they are most welcome. The first step to take is to call or email either Con Bricca or Chris Boeh, both co-leaders of our neighborhood NET; their contact numbers and email addresses are noted below. We are a close group and welcome newly-trained members.

Get trained and come aboard!

NOTE:

In addition to our team having two new leaders, the Portland NET community which includes neighborhood NET groups from all over Portland is now being managed by Portland Fire & Rescue. PF & R has been the primary NET

trainers for many years, but will now have a more direct oversight support function of Portland NET. While NET is still under the portfolio of the City and the Portland Bureau of Emergency Management, the responsibility of direct supervision and support has been bestowed upon the Fire Bureau. Lt. Matthew Silva replaces William Warren as the go-to contact for NET issues. Below is the current Beaumont-Wilshire Neighborhood contact information for NET leadership.

NEIGHBORHOOD EMERGENCY TEAM CONTACTS

NETManagement Leader

Matthew Silva, Lieutenant

503.823.7269

Matthew.Silva@portlandoregon.gov

Beaumont-Wilshire NET Co-team Leaders:

Con Bricca

503.282.5261 (Home)

503.367.9712 (Cell)

3932 NE 36th Ave.

cbricca@comcast.net

Chris Boeh

Ham Operator - ke7osh

503.284.1933 (Home)

503.919.0303 (Cell)

3504 NE Alameda St.

boomerbeau@comcast.net



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Learn to Landscape for Healthier Waterways!

By Katie Meckes, East Multnomah Soil & Water Conservation District

When compared to nearby forests and natural areas, urban areas have less vegetation and more roadways, parking lots, sidewalks, roof-tops, etc. These impervious surfaces prevent rainfall from soaking into the ground naturally. Instead, rainfall travels quickly over these impervious surfaces, picking up pollutants (automobile oil, brake dust) along the way. This stormwater runoff typically goes untreated directly into local waterways negatively impacting water quality for people, fish and wildlife.

We offer FREE Naturescaping Series & Rain Garden workshops so you can learn how to create low-maintenance, chemical-free landscapes that reduce pollution & stormwater runoff. Naturescaping is the practice of using native plants to create landscapes that conserve water, reduce pollution, and provide healthy habitat for people, fish and wildlife all while saving you time, money and energy. A rain garden is a sunken garden bed that captures runoff from rooftops, driveways and other impervious surfaces on your property and allows rain to soak into the ground naturally instead of running off directly into streams and rivers.

Help us bring our FREE Workshops to Beaumont-Wilshire Neighbors this spring: host a Workshop!

Our workshops are hosted by interested individuals, neighborhood associations, businesses and organizations. By hosting a workshop you bring neighbors, friends and interested citizens the opportunity to learn about rain gardens and naturescaping - for free! Here's how it works:

- We (EMSWCD) partner with you, the Host to offer a free workshop in your community
- We manage registration and promotion, providing workshop presenters, fliers, and workbooks
- Hosts reserve a workshop location, help get the word out by distributing our workshops fliers, and help with day of workshop needs

We look forward to partnering with you! To learn more, contact Katie Meckes at 503.935.5368 or katie@emswcd.org.

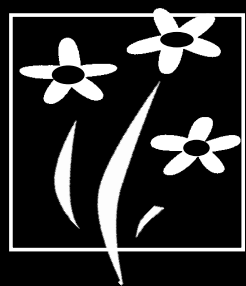
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Wistaria Drive Success Offers Lessons for Neighborhood Problems

By Dave Anderson

After three years of neighbors lobbying the city, workers installed speed bumps on Northeast Wistaria Drive in October. Whether it's a traffic issue, cell towers or some other neighborhood problem, every situation is unique. But here are several things that might have helped us and could be used to advance other neighborhood issues:

1. Enlist neighbors. One of the first things we did three years ago was hold a meeting in my living room with a city representative. About 10 of my neighbors showed up, each with a horror story, reinforcing for the city that I wasn't a lone crank.
2. Get involved with the neighborhood association. About the same time, I went to a meeting of the Beaumont-Wilshire Neighborhood Association. Under the leadership of Al Ellis, the association is always looking to advance issues important to the neighborhood, and the board embraced our concerns. Every time Ellis, the association president, showed up at a meeting with the city, it added to the neighborhood's credibility.
3. Don't count on politicians. Under the city of Portland's commission form of government, each city bureau answers to a different commissioner. For transportation, the commissioner happened to be Mayor Sam Adams. I went to testify before the council. After my three minutes, Adams wasn't interested. The rest of the commissioners deferred to Adams and remained mute, including Nick Fish, who literally lives a stone's throw from our street.
4. Use the media. My testimony was lost on the council, but several media members at the meeting took notice. Stories followed in Neighborhood Notes and The Oregonian, which got the attention of officials in the transportation bureau.
5. Find an ally in the bureaucracy. I can't remember if I found Mark Lear or he found me. But the traffic safety manager in the transportation bureau became our biggest advocate. I'm convinced the project would not have happened without his support. The way to find sympathetic folks in city government is to talk to as many as possible and collect business cards. In our case, I attended transportation summits, invited officials to the neighborhood association and always followed up.
6. Be collaborative, not confrontational. In every contact with the city, I tried to point out solutions I'd seen in other parts of the city that worked. In our case, I complimented the improvements at North Rosa Parks Way and Willamette Boulevard as worthy of imitation.
7. Piggyback on other projects. I knew the city was planning bike boulevards and greenways on Alameda and Klickitat, just up the street from us. It's much easier for

the city to extend an existing project than start from scratch.

8. Find the money. The city has budget problems, but there is money for certain priorities. Recently that has included stormwater projects and bike boulevards. I didn't see how bioswales would help our traffic problem, but I pointed out to the city that our street was identified on city maps as a bike connector route. That helped make the sale for traffic calming.
9. Be flexible. I went into the process thinking that curb extensions upstream or a speed readerboard might be the answers. I thought our street wasn't eligible for speed bumps. But it was city officials who suggested the bumps as the most cost-effective long-term solution.

A lot of good fortune – and people – came together to make traffic calming a reality on our street. Future projects will be even more challenging because of the budget cuts facing the transportation bureau. But that makes it even more critical for neighbors to be smart about their strategy.

John Jackson

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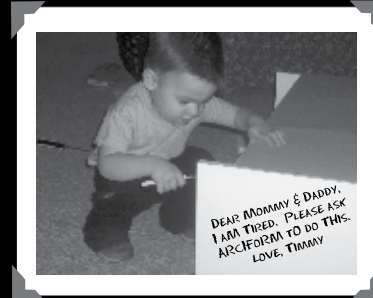
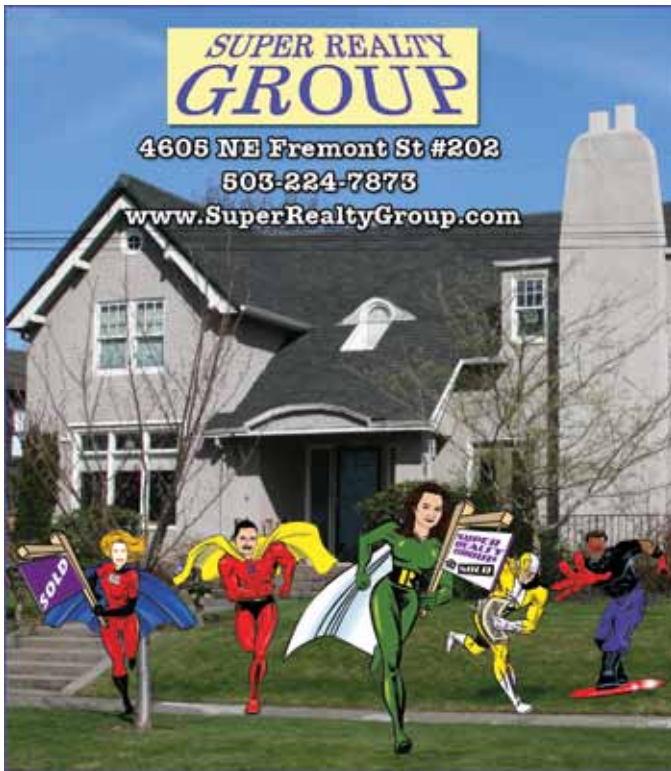
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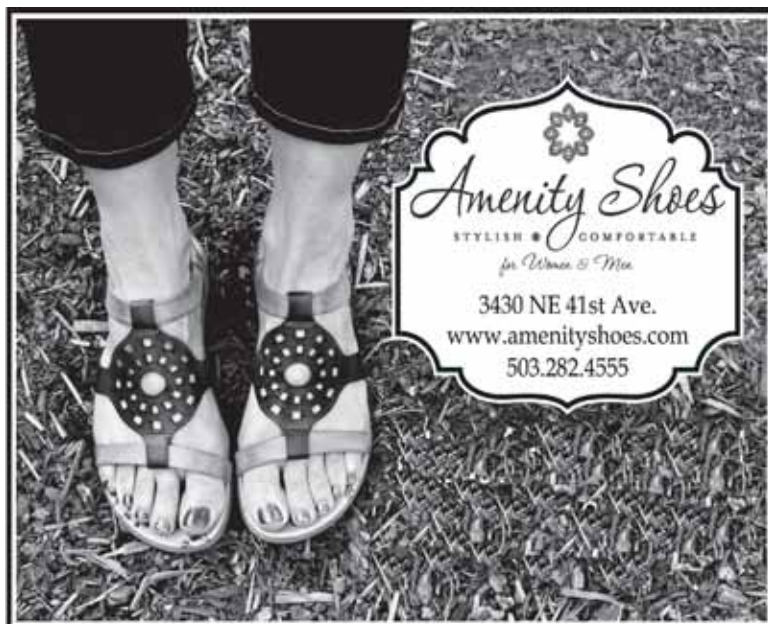
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Happy New Year! 2012

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supreme court highest court in the united states. the court has nine justices who are appointed by the president and confirmed by the senate. the court generally hears and decides cases that involve constitutional issues or questions of federal law.

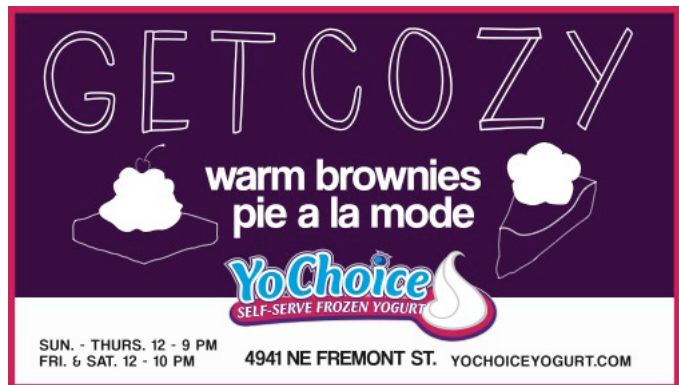
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TAKE THE FAMILY!



SUN. - THURS. 12 - 9 PM
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