Members Present: Jennifer Brent, George Cushing, Larissa Whalen Garfias, MJ Guidetti-Clapshaw, Kaylene Toews, Kelsey Trostle, Holly Tsur
Staff Present: Jon Holan
Council Liaison: Tom Johnston was excused
Citizens Present: 01 (Melody Haveluck)

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

2. **Citizen Communication:** None.

3. **Action Items / Discussion:**

   A. **Preservation Month –** Tsur reported that the banner would be put up on Pacific Avenue. Cushing reported that he had contacted the Library staff and that they were expecting the display board. Whalen Garfias discussed her Kit House presentation at the library on May 20th from 2-4 pm in the Rogers Room. She is hoping other Board members can help out and she has reached out to the FHFG as well. Melody Haveluck said she would send out an email blast to the FHFG to help publish the event.

   Cushing distributed copies of the special recognition proclamation for Richard Kidd and an article for the News Times. He also passed out copies of the Eric Steward Award for Roman Ozeruga and the related News Times article. Guidetti-Clapshaw offered to edit the drafts and forward them to Tsur for final edits. Tsur would then get them to the City Recorder for inclusion in the Council packet, and to Trostle for forwarding to the News Times. Cushing said he will get to work on articles to give to the FHFG for their newsletter.

   B. **National Geographic Geo-Tourism Program –** Guidetti-Clapshaw said that she is still doing research but she reported that this would be a grass-roots effort as the information available was primarily advisory, formatting and training – only then could the finished product be added to their website. She said that it was a great opportunity to promote the Forest Grove area including the Tillamook Forest, wineries, Hagg Lake and other tourist activities.

   While discussing the various options to spearhead the effort and bring it to fruition, it was suggested that Neil Poulsen might be willing to assist. Holan mentioned that Jeff King (the City's economic development manager) might be a good option to help coordinate efforts. Also suggested was the use of Pacific University students and professors.

   Tsur said that the boards and commissions might be able to provide one volunteer each to a joint committee. It was noted that some boards would be naturals for this, including the Sustainability Commission, Pacific Pipeline, Forestry Commission, and CCI.

   C. **Media Releases Tutorial –** Tsur covered Toews' "Writing Strong Press Releases" memo and asked all Board members to keep it in their HLB binders because we will all need to eventually write press releases. She also covered how to communicate corrections using Microsoft Word's Track Changes function; and passed out a detailed handout explaining how to create, accept, and reject Track Changes as well as how to enter and delete comments. She recommended that Board members also keep the Track Changes handout in their binders.

4. Old Business/New Business:

- Approval of HLB Meeting Minutes. **The meeting minutes of March 28, 2017 were approved as submitted.**
- Council Liaison Report: No report, as Johnston was excused.
- Staff Update: Holan reported that the City will have a booth at the first Wednesday farmers market. While the first two months were committed to other groups, the Board could have the space after that. Haveluck offered assistance from the FHFG. Holan also suggested that the Board consider making a presentation to the Chamber of Commerce, and added that a downtown district was on the City's agenda to consider in the next few years.
- Cushing reported that Stacy Metzger had again invited the Board to work on her neighborhood outreach program.
- Tsur reported that she thought the CEP grant presentation had gone well. She also noted that she had signed the recommendation for the Deines house historic designation.

5. Adjournment: The April 25, 2017 meeting adjourned at 9:05 p.m.

These minutes respectively submitted by George Cushing, Secretary