

**Benson Polytechnic High School Alumni Association
Board of Directors Meeting – Official Minutes - Final**



Date: Jan 23, 2017
Starting Time: 5:40 pm
Ending Time: 7:30 pm
Benson Tech library

ATTENDEES:

Gerry Ochs (GO), Dale Bajema (DB), Mike Landstrom (ML), Max Baker (MB), Rob Johns (RJ), Josh Piper (JP), Wes Soderback (WS), Neal Galash (NG), Ken Bakke (KB), Roger Edwards (RE), Bob Trimble (BT); Guests: Kevin Clark (KC); Scott Young 1975, KBPS

MINUTES:

- Guest introduction: Scott Young 1975; was at Tech Show last year.
- RE spoke on the materials he handed out about the history of majors, principals, etc. for Tech show about the Centennial.
- Please let him know if you see any inaccuracies.
- Went to historical society. There are some photos with no dates.
- Looked at newspaper ads
 - Oregonian costs \$6000 for half page ad.
 - Portland Tribune was \$1200 nonprofit rate.
 - WW was \$500.
 - Might want to think about contacting businesses and make it like a thank you Benson for producing workers, include their names and logos.
- Treasurer's report – ML
 - \$2368.79
 - \$530 membership checks today.
 - \$2898.79 will be the total after deposits.
 - One outstanding bill for \$50 for thank you to janitor.
- Membership – JP
 - 41 paid members. 13 had been nonmembers for 2 or more years.
 - PayPal contains \$363.28 that will transfer.
- Grand Reunion Planning - DB
 - Weekend of the Grand Floral parade.
 - School will continue into the following week.
 - Publicity will kick off at Tech Show.
 - Planning committee met, next meeting Feb 6th in the library room.
 - After tech show we'll be continuing to reach out to class reps that RK put together, newspapers, radio, etc. Still putting the plan together.
 - Review of events: June 9, 10, 11
 - Friday meet and greet.
 - Most likely at Kennedy School. 6-11PM in a classroom. The room is designed to be about 40 people but is right next to the bar, and we expect people to come and go.

- \$700 is the room cost. Food for 100 would be about \$900, but the 700 is part of that. Entry fee \$10, with discount given at Tech Show.
- Saturday afternoon:
 - Parade is over by noon.
 - Tours at 1PM and 2PM with teachers.
 - Picnic 1-3:30
 - Food as in our Aug picnic, tickets \$5. Free punch and cake, possibly ice cream, donated by Alumni Assoc.
 - Short 5 min talks? About what is going on at the school, graduation rate, growth of school, new majors, mentoring programs etc.
 - Master Planning committee is coming up with the rebuild plans – would be nice to present on it.
 - Rob to speak on Benson Tech Foundation and give back to the school.
- Sunday morning:
 - Portland Spirit noon cruise: Champaign brunch. Tentatively 100 people. They handle all the reservations, people call Spirit directly and identify themselves as Benson Alumni. \$45.
 - Par 3 golf, soccer golf tournament and cruise-in at Colwood 73rd and Columbia Blvd. 10 to 3PM ish. Shotgun start. Gerry is handling the details. We can have 5 people in a group, and could set up a challenge course on the green.
- More advertising discussion:
 - Scott: Can't promote causes but could run PSAs on the Alumni Association, perhaps just list the events, see the website for more details.
 - Might be able to get Portland Tribune to do an article.
 - RJ asked Scott and Bob to take on the PSAs. Scott is thinking of getting alums in the biz on different stations to do the announcements.
 - WS – KBOO would be good. MB will ask a contact.
 - RJ/DB will talk to Curtis about the Benson media teacher, now that Kathy is retired.
 - KB – Should make up a press release and send it everywhere.
- Saturday night dinner:
 - Possibility of Oregon Historical Society building. It's an attractive venue but they want to be reimbursed for the space - \$3000. The idea we've come up with is that the Benson Tech Foundation can view this as a kick off to the foundation, as a donor fundraiser. The foundation would up front the cost of the space, then the price per person would

be about \$40 per person, cash bar. Board members should reach out to people we think might be long term donors. Shooting for 100 people, open to spouses.

- A few people speak 3 minutes on what Benson meant for them. PGE etc. Formal invitations would be sent to speakers and VIPs.
- Parking garages close by. Space holds about 115 people.
- They said they have tables. Have some sit down, some standing tables.
- NG: May consider contacting some of the businesses that are allies and seeing if they want to purchase tables, with bottles of wine provided. We would need someone to manage this.
- Discussion:
 - NG: if you are going to all the events and taking your spouse, it's about \$300. It's a lot.
 - ML: I think the idea is people won't necessarily do all, but pick what they want.
 - General consensus it's a good plan. Good opportunity to secure relationships for equipment and support for the rebuild.
- Master Planning – RJ, Kevin
 - RJ – Oregonian had an article yesterday. Cost was significantly lower on the Benson Tech rebuild than before. Bassetti is the architect firm. They did Roosevelt and Aviation High. Paul Anthony said the numbers for Benson Tech are pushed up in the 220 range. Tomorrow at 6PM the school board will meet and decide what will be on the bond measure. This article today had Benson Tech, Lincoln, and Madison. Kellogg was an option – cheaper to scrap and build from scratch. Radon, lead, miscellaneous items for upgrading existing schools. Steve Buel last fall mentioned all the other schools. The article did not address the seismic work that needs to be done.
 - Kevin – There're many current construction plan options and there may be a long way to go before determining which of these is the best solution for hard costs, as hard costs have increased several million dollars over the past two MPC meetings. And there's almost no idea on soft costs and the best construction logistics. Not sure how they arrived at these numbers (referring to the Oregon article). They differ from the cost numbers presented at the last (1/19/2017) MPC meeting (approximate 128 M USD hard cost).
 - Scott – I don't think it's a public meeting – it's a working session.
 - RJ - Portland Business Journal article – handout. Staffing firms in Portland demand:
 - High tech – 19.3%
 - Professional Services – 15.7%
 - Manufacturing – 15.7%

- Banking/Financial Services – 9e3%
- Construction and real estate – 8.6%
- Government and nonprofits- 7.9%
- Wholesale distribution and transportation – 6.5%
- So we have a good story to tell about how we can supply ready workers to Portland industry.
- Tech Show - MB
 - Went over prep list, had some revisions
 - Passed out shift list and board members signed up.
 - BT will revise the volunteer sign up sheet for Tech Show. JP to create a volunteer generic email. ML to look into business cards for BT.
 - Will send Alumni Association ‘what we need’ list to Bob for revision.
- Minutes – MB
 - Revised minutes sent Jan 1st, no further corrections received.
 - MB moved we accept the minutes as revised.
 - ML seconded.
 - Motion passed.
- Next meeting is February 13th, 5:30PM in the library.

NEW BUSINESS

- None

OLD BUSINESS

- None
- Things to remember:
 - Idea of paying students to follow up with alumni in the directory.
 - Kevin – we can use response data to help secure grants and partnerships
 - Plan for merchandise?
 - Archiving location and cataloguing

Respectfully Submitted,

Maj Britt (Max) Baker
Secretary
BPHS Alumni Association