

Hillsboro 2035 Community Plan

Oversight Committee Meeting Summary



September 30, 2021 | 4:00-6:00pm

Attendees: Israel Munoz, Zoi Coppiano, Elijah Lynn, Gentry Kauwe, Kim Megorden, Cindy Cosenzo, Amber Wilson, EJ Payne, Begona Rodriguez, Jessica Stark, Beth Graser, Deanna Palm, Sarah Moll, Zane Othman, Heather Robinson, Nathan Sosa, Simone Brooks, Jason Robertson, Dacia Bakkum. *Special Guests:* Jennifer Hardacker, Hillsboro Food Coop; Brandon Iwasaki, Hillsboro Food Coop; Jean Lasswell, Hillsboro Art and Culture Council; *Absent:* Izabella Pena, Tonya Leedy, Beach Pace, Ishaan Sinha, Lacey Townsend, Liz Connor, Rommel Rodriguez

Welcome

Israel Munoz, Committee Chair, welcomed the group to the meeting with an icebreaker.

Hillsboro Food Coop Presentation

Hillsboro Food Coop (HFC) members Jennifer Hardacker and Brandom Iwasaki provided a presentation about the Coop and share the following information:

Coop definition: A cooperative (also know as co-operative, co-op, or coop) is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled enterprise. *Source: International Co-Operative Alliance*

HFC Vision: We envision a community owned grocery store that provides thoughtfully selected products, connects shoppers to our local food system, and strengthens our community.

The coop estimates it will need \$2 million to launch a location in downtown Hillsboro, which is considered a food desert.

The HFC will:

- Be a full-service grocery store
- Have a unique collective ownership and store governance model
- Have equal equity ownership and voting
- Available to anyone who wants to shop there
- Likely provide discounts and other perks to owner members
- Provide in-store educational programs that focus on nutrition, cultural sharing via cooking classes, and learning about food systems.
- Seek to further diversify membership and Board of Director representation
- Create a welcoming and inclusive store
- Create a member sponsorship program to provide ownership opportunity for lower income households
- Offer earth-friendly, organic and local food options – including 100% recyclable packaging
- Honor SNAP/EBT in the store

- Provide a unique shopping option downtown, distinct from other current grocery offerings

HFC Stages of Development:

1. Organizing Stage – Held community meetings, created committees, launched community survey to develop shared vision, incorporated, set up financial systems, formed Board of Directors, adopted bylaws, began membership drive.
2. Feasibility – Explored sight options, developed a capital plan, prepared for member loan campaign, conducted formal feasibility assessment, developed business plan.
3. Planning* – Find a real estate agent, plan to hire a general manager, select location, finalize business plan and member loan campaign, analyze supplier options; *Hillsboro Food Coop is completing Planning phase.
4. Preconstruction – Finalize external funding and launch member loan campaign, finalize plans for design and renovation.
5. Construction & Opening Preparation – Finalize budget, work with general manager to hire and train staff, order and install equipment and inventory, promote store opening.

HFC currently has more than 740 members and is currently exploring potential locations – they would like to target space within a one-mile radius of the Hillsboro Civic Center if possible.

Ways the community can help support the Coop:

- Become a member owner! A full equity share is \$200 for one individual. The membership can be used by all individuals in the household, but only the member who signed up is allowed to vote in elections. There are also monthly and quarterly payment plans, and you can be a member for as little as \$20 each calendar quarter until the full \$200 amount is paid. Visit <https://hillsborofood.coop/join/> to sign up.
 - You can also sponsor shares for low-income families
- Share information about membership and the benefits of the Coop with your social networks.
- Volunteer on a HFC committee or team. <https://hillsborofood.coop/volunteer/>
 - Contact Roberta, HFC volunteer coordinator
- Subscribe to the monthly newsletter. <https://hillsborofood.coop/mailling-list/>

OC ideas:

- Consider partnering with Virginia Garcia Clinic for nutrition programming
- Create a HCF pop-up/demo in a local business so that community members can see what the Coop might look and feel like
- Promote unique cultural food offerings of interest to diverse populations
- Highlight the producers that will provide products to the HCF
- Look for health minded sponsors like local gym owners
- Encourage farmer and producer memberships

Annual Work Program

Jason shared the annual work program and discussed some key dates and activities:

- **Mtg 2 – December 09**
Library makerspace facilities, Library of Things, spaces, and access
- **Mtg 3 – February 24**
Naming Initiative
Hillsboro Farmers' Market season expansion, small-scale markets
Partner Survey: April 04 - May 02
- **Mtg 4 – April 28**
Feature TBD
Survey response review, draft report
- **All Partner Celebration – June 09**
Dinner
Annual Report
Feature TBD

With respect to future meeting topics, OC members suggested a presentation about local efforts to reduce homelessness and additional information or updates on diversity.

Partner Volunteer Opportunities

A list of volunteer opportunities was emailed to the OC with the meeting agenda. Please email Dacia if you need another copy or help reaching the right person in a particular partner organization.

Deanna Palm, Washington County Chamber CEO, provided an update on recent economic development and business support activities.

- The Chamber, along with the City of Hillsboro, Washington County and other community partners have been all-hands on-deck providing COVID relief services, including:
 - Small business reopening/recovery guide
 - City of Hillsboro small business grant program/CARES funds
 - Re-opening/ribbon cutting ceremonies to help small businesses rebuild their customer base and patron confidence
 - Washington County Business Recovery Center – locations in Hillsboro, Beaverton, Tualatin, and Forest Grove
 - PPE program/PPE distribution center at Chamber
 - Purchasing gift cards from local businesses
- The Chamber has also been moving forward a number of Board priorities, including:
 - National level advocacy – worked with congress to promote business recovery resources
 - Direct engagement with Hillsboro's Latino business community (led by Nansi Lopez)
 - Chamber Small Business Champions – no small business left behind. Chamber sponsorship dollars from canceled events covered cost of Chamber membership for small businesses
 - Sponsored events to promote small businesses

- Shop Eat Spend Enjoy campaign provided free ad for small businesses; delivered to Chamber membership weekly
- Outreach to marginalized communities
- Workforce development panel – October 6th; register on website

Partner Updates

- The City recently launched a community-wide survey on homelessness and is seeking input to help guide the community process around siting of shelter or overnight camping locations. Participate in the survey here:
English Survey Link: <https://www.surveymonkey.com/r/JPV8WVD>;
Spanish Survey Link: <https://www.surveymonkey.com/r/QLP7BWJ>
- Washington County will be doing outreach on the Oregon E-Cycles program and may host an electronics collections event at Lincoln Elementary School in partnership with Free Geek at the end of October – keep an eye out for announcements.
- Washington County Solid Waste and Recycling now has a Youtube channel – to subscribe go to: <https://www.youtube.com/channel/UCEy5uJ1a9K-WfmmUlsBvSg>
- As part of The Hillsboro Wishing Tree returns for its third year in Downtown Hillsboro at 2nd and Main. Make your wish during Hillsboro Arts Month beginning October 1. Visit <http://www.downtownhillsboro.org/wishingtree/> for more information.
- October is also HillsDOer month – featuring community-wide volunteer events! The Hillsboro Downtown Partnership has volunteer opportunities available throughout October – check them out here! <https://www.hillsboro-oregon.gov/our-city/departments/parks-recreation/volunteer/hillsdoer-day>
- Love on the Fence just celebrated its one year anniversary! New Love signs will be created displayed at OHSU Hillsboro Medical Center/Tuality Hospital to honor healthcare workers. Spanish Love signs (Amore) will be created and displayed at M&M Marketplace.
- “Quiet Mind Open Heart Peaceful Day” is offered by AgeCelebration each Tuesday through end of October. For more information and to register visit: <https://www.eventbrite.com/e/178379506907>
- Each Friday, AgeCelebration will partner with a local artist for small group art projects. Contact Cindy Cosenzo for more information and link to register.

Public Comment/Adjourn

None.
