

# AGENDA

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## PORT OF HOOD RIVER FOUNDATION

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**Date:** Tuesday, February 18, 2025

**Time:** 4:30 PM

**Where:** Port Conference Room – 1000 E. Port Marina Drive, Hood River

**View Meeting at:** <https://www.youtube.com/@portofhoodriver2178/streams>

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**1. Call to Order**

**2. Consent Agenda**

- a. Approve Minutes from December 17, 2024 Regular Session (*Patty Rosas Pg. 3*)

**3. Presentations & Discussion Items**

- b. License Plate Project Update (*Gretchen Goss Pg. 5*)

**4. Adjourn**

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**PORT OF HOOD RIVER FOUNDATION  
Meeting Minutes**

**Date:** December 17, 2024  
**Time:** Upon adjournment of the Port of Hood River Regular Session  
**Location:** Via Remote Video Conference & Marina Center Boardroom

**PRESENT:** **Commissioners:** Kristi Chapman, Heather Gehring, Mike Fox, and Tor Bieker. **Staff:** Kevin Greenwood, Debbie Smith-Wagar, Daryl Stafford, Ryan Klapprich, and Patty Rosas. **Guests:** Noah Noteboom, Columbia Gorge News; John Benton, Budget Committee; Judy Newman, Budget Committee; Tom Bacci, Kidder Mathews.

**ABSENT:** Commissioner Ben Sheppard (excused)

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**1. CALL TO ORDER:** President Kristi Chapman called the meeting to order at 6:10 p.m.

**2. CONSENT AGENDA:**

- a. Approve Resolution No. 2024-01 Naming Officers
- b. Approve Resolution No. 2024-02 Creating a Conflict of Interest Policy

**Motion:** Move to approve Consent Agenda.  
**Move:** Bieker  
**Second:** Gehring  
**Discussion:** None  
**Vote:** **Ayes:** Chapman, Gehring, Fox, and Bieker  
**Absent:** Sheppard  
**MOTION CARRIED**

**3. ADJOURN:** The meeting was adjourned at 6:11 p.m.

**ATTEST:**

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Kristi Chapman, President

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Michael Fox, Secretary

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# MEMO

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## PORT OF HOOD RIVER FOUNDATION

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**Prepared by:** Gretchen Goss

**Date:** February 18, 2025

**Re:** License Plate Project

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As directed by the Port Commissioners, more research has been done into the possibility of creating an Oregon Specialty License plate which would support the Port of Hood River Foundation.

The timeline for this project is at least 16 months, with many of the step's dependent upon how quickly approvals are granted and vouchers are sold. It is the goal for this plate project, to have license plates created, vouchers sold, and plates on cars beginning no later than 2027.

In order to move forward with the License Plate Project, I recommend to the Port of Hood River Foundation that the following steps are taken:

1. Request \$5,000 for the cost of DMV required submission fee to begin the License plate application process.
2. Request \$1,000 for the award prizes for submitted artwork
3. Move forward with an open call for artwork to be submitted in March and judged in April. Final decision on the license plate art to be made in April.



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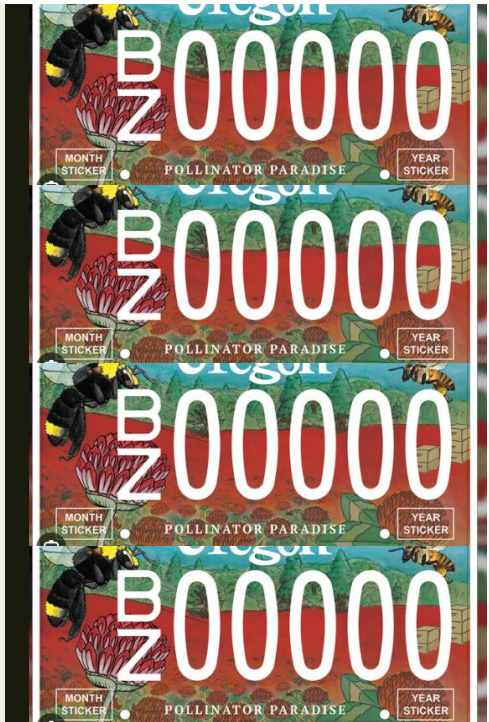
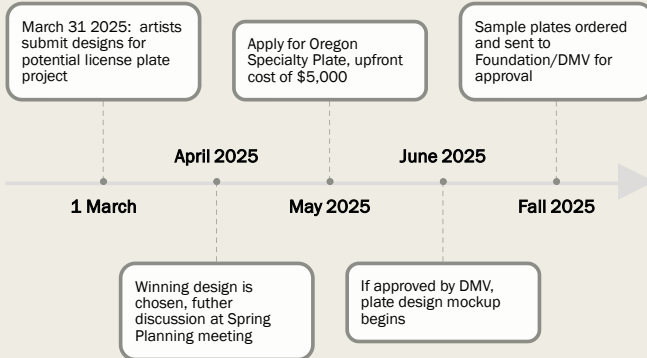
# LICENSE PLATE PROJECT

Port of Hood River Foundation

Presented by Gretchen Goss

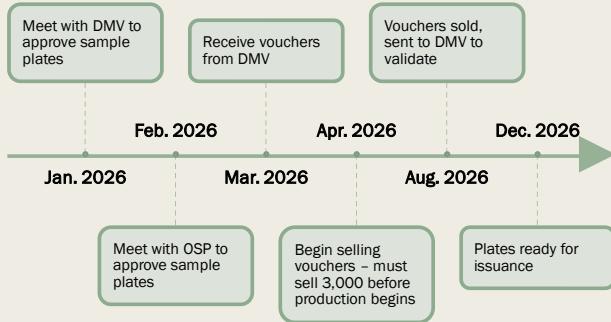
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## Timeline: 2025



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# Timeline: 2026



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# Expected Costs

## 2025

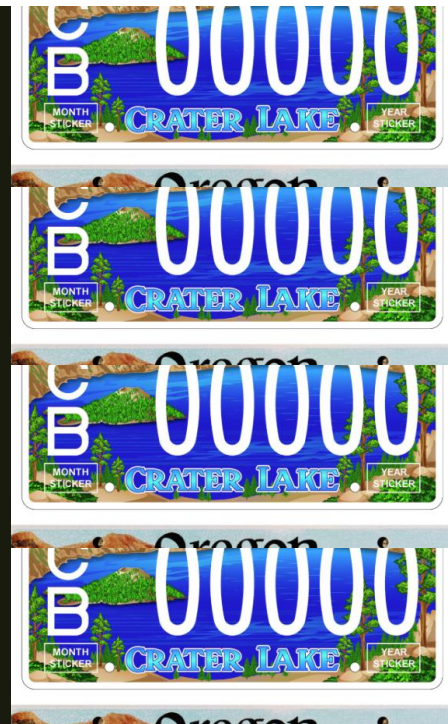
- \$5,000 DMV application cost
- \$1,000 artists prize
  - First place wins \$500
  - Second place wins \$300
  - Third place wins \$200

**TOTAL: \$6,000**

## 2026

- \$55,000 - \$71,000 production costs
- \$5,000 marketing campaign
  - Media creation for website, photography, paid ads

**TOTAL: \$76,000**



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# Expected ROI

- Selling 3,000 plate vouchers = \$120,000. Some of this is returned to the Foundation after production costs are completed, total TBD.
- Once production costs are completed, any recurring plate sales are designated to the bank account designated by the Foundation
  - \$35 of every plate that is sold returns to organization
- By selling a minimum of 5,000 plates, the cost of program implementation has been covered.
- Continued income is dependent upon:
  - Clarity of the Foundations projects & vision: people need a hook
  - Continued marketing of the plate: keep it in the public eye
  - Plate appeal: the design of the plate must be marketable statewide



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# Success stories...



## "Oregon Salmon" Plates

Created in 1998, redesigned in 2021

Since 1998, has raised over **\$12.7 million**



## "Pollinator Paradise"

Created 2023, sold all vouchers in 2 weeks

Between 2023 and 2025, it has raised **\$243,670**



## "Keep Oregon Green"

Created August 2019, sold all vouchers in less than a month

Between 2019 and 2021, has raised nearly **\$1.4 million**

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## Our success depends on...

### CLARITY:

- The most successful plates have clear vision statements and project clarity
  - *Is this towards environment focused projects?*
  - *Human interest projects (creating accessibility, etc)?*
  - *Historical/preservation?*
  - *Recreation focused?*



### DESIGN:

- Some plates have been so successful they are redesigning them to make them more modern or fresh (like the Cultural Trust plates)
  - *Provide artists with inspiration for design*
  - *Focused on Hood River as a whole or the Gorge?*
  - *Make it recognizable to other outside of Hood River County*

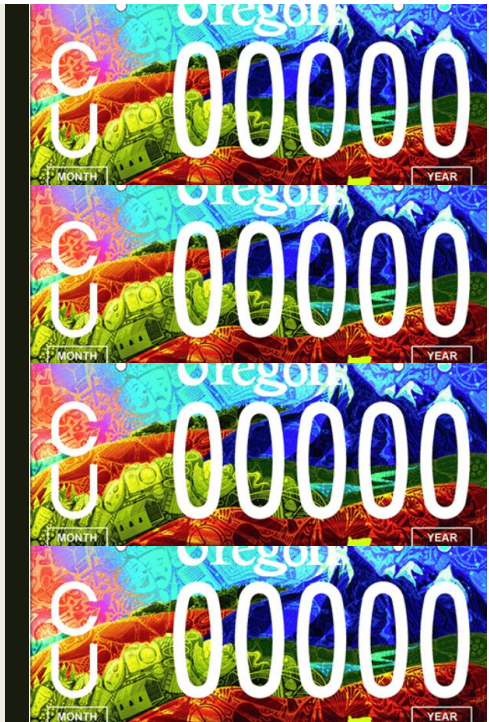
### TRANSPARENCY

- There must be clear and transparent documentation of project fund allocations
  - *Some website list every project their plate funds have gone towards, with links to updates*
  - *Yearly Press Release with update on license plate fund management - this also provides a public reminder that plates can still be purchased*

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## Recommendation: Next steps

- It is recommended that the Port of Hood River Foundation move into the next phase of the license plate project by doing the following:
  - 1. Request \$5,000 for the DMV fee costs
  - 2. Request \$1,000 for art prizes
  - 3. Open project for art submission March 1-31<sup>st</sup> with artwork for the project being judged and awarded in April.



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## **Fall Planning Session Directive**

### **Discussion Topic:**

8. Prepare for Implementing License Plate Program - Gretchen

### **Overview:**

The license plate project grew from the need for additional income streams to help maintain and operate highly used Port properties over the next decade. In their desire to create a non-profit entity, the idea of a specialty license plate was brought forth; some research has been done on the basic process and planning of the program. The Commission expressed a desire to involve the community in the process of design, so a new timeline and budget are being worked on with these updated requests.

### **Expectations for Spring Planning:**

Preparing to launch the License Plate program will require additional research, planning and administration. The estimated fees for the upcoming year include:

- \$5,000 application fee to DMV
- \$2,000 estimated artwork cost (dependent upon artist and process)
- \$15,000 estimated cost for planning, research and administration of the program set up.
- \$50,000 estimated for license plate production costs- though this most likely will not be paid in the first year of the timeline, but early 2026.

Documents presented at the Spring Planning Meeting will include:

- Option 1 timeline and budget: Port chosen artwork with no community committee involvement. This will be a lesser expense overall and a shorter timeline to production.
- Option 2 timeline and budget: Community contest for the artwork, which will require a longer timeline, thus extending the budget needed for hours worked and artwork contest oversight.
- In-depth information on other license plate program participants and their process, struggles, and procedures and marketing. This will be gathered through meetings with Oregon Coast Aquarium, Oregon Zoo, US Forest Service, etc. in hopes of learning from others who have successfully launched a plate.
- Marketing plan for license plate launch – schedule, calendar and outlets for media relations.

### **Attachment:**

Projected Plate Income Graph (Attachment B)

List of other plate agencies and income as of 2021 (Attachment C)

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## **Fall Planning Session Directive**

### **Discussion Topic:**

9. Present Artwork Selection for License Plate Program - Gretchen

### **Overview:**

There is a fair amount of waiting time for various steps in the license plate authorization process. One way to save time is to start the license plate artwork selection process now, to speed up the application process. The next six months would be used to set a design standard, solicit artwork, evaluate, receive DMV approval, etc.

If the Commission decides not to proceed with the overall license plate program, the artwork could be framed and placed in the administrative office foyer.

There would be some costs managing the process and determining an award amount for the winning artist.

### **Expectations for Spring Planning:**

Final artwork design selected for the license plate program.

### **Attachment:**

N/A

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