

# AGENDA

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## PORT OF HOOD RIVER FOUNDATION

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**Date:** Tuesday, April 15, 2025

**Time:** To begin immediately upon adjournment of Spring Planning, with 5-minute transition break.

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

**View the live stream at:** <https://www.youtube.com/@portofhoodriver2178/streams>

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**1. Call to Order**

**2. Consent Agenda**

- a. Approve Minutes from Feb. 18, 2025, Regular Session, & Mar. 10, 2025, Planning Session (*Pg. 3*)

**3. Discussion Items**

- a. Consider Foundation Mission Statement (*G. Goss, Pg. 7*)
- b. Consider Projects List for the Foundation (*G. Goss, Pg. 9*)
- c. Discuss Continuing the License Plate Artwork Process (*G. Goss, Pg. 11*)

**4. Adjourn**

*The Port Commission will convene Regular Session immediately following the conclusion of the Foundation Meeting, with a 5-minute transition break.*

If you have a disability that requires any special materials, services, or assistance, please contact us at 541,386,1645 so we may arrange for appropriate accommodations.

*The chair reserves the opportunity to change the order of the items if unforeseen circumstances arise. The Commission welcomes public comment on issues not on the agenda during the public comment period. With the exception of factual questions, the Commission does not immediately discuss issues raised during public comment. The Commission will either refer concerns raised during public comment to the Executive Director for a response or will request that the issue be placed on a future meeting agenda. People distributing copies of materials as part of their testimony should bring **10 copies**. Written comment on issues of concern may be submitted to the Port Office at any time.*

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**PORT OF HOOD RIVER FOUNDATION**  
**Meeting Minutes**

**Date:** February 18, 2025  
**Time:** 4:30 PM  
**Location:** Via Remote Video Conference & Marina Center Boardroom

**PRESENT:** **Commissioners:** Kristi Chapman, Heather Gehring (arrived 4:33 p.m.), Mike Fox, Ben Sheppard, and Tor Bieker (arrived 4:33 p.m.). **Staff:** Kevin Greenwood, Debbie Smith-Wagar, Daryl Stafford, Ryan Klapprich, and Patty Rosas. **Guests:** Gretchen Goss, Gretchen Goss Creative; Jeff Renard, Aviation Management Services; Bonifacio Romero.

**ABSENT:** None

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**1. CALL TO ORDER:** President Kristi Chapman called the meeting to order at 4:30 p.m.

**2. CONSENT AGENDA:**

- a. Approve Minutes from December 17, 2024 Regular Session

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

**3. PRESENTATION & DISCUSSION ITEMS:**

- a. **License Plate Project Update** – Gretchen Goss presented an overview of the License Plate Project, a joint initiative by the Port and the Port Foundation to generate revenue through Oregon’s Specialty Plate Program. She outlined the multi-year process, which takes a minimum of 16 months, and detailed the expected costs and returns for 2025. The project includes a community-driven design competition, a \$5,000 application fee to the DMV, and an upfront production cost of \$55,000 to \$71,000. The goal is to sell 3,000 plate vouchers, generating approximately \$120,000 in revenue, with an estimated return of \$25,000 in the first year. She emphasized the importance of a strong mission statement and an appealing plate design to drive sales, suggesting a focus on recreation and environmental preservation. A discussion took place, leading to a consensus among the Commission to seek public input on how funds from the license plate initiative will be allocated. Gretchen will coordinate this effort, and a recommendation based on the input will be presented to the Commission during the Spring Planning Work Session. Additionally, it was agreed to postpone the artwork contest for the time being.

**4. ADJOURN:** The meeting was adjourned at 4:57 p.m.

**SIGNED:**

**ATTEST:**

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Kristi Chapman, President

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Michael Fox, Secretary

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## **PORT OF HOOD RIVER FOUNDATION**

### **Meeting Minutes of the Planning Session**

**Date:** March 10, 2025  
**Time:** 5:30 PM  
**Location:** Via Remote Video Conference & Marina Center Boardroom

**PRESENT:** Heather Gehring, Gretchen Goss, Daryl Stafford, Kevin Greenwood, Shane Lesback, Mick McGee, Elley Wylde, Cass Bergstrom, Brian Shortt, Mark Newman, Ben Shepherd, Mark Hickock, Katie Kadlub, Mark Newman.

**ABSENT:** None

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***Note:** This was an informal planning session. No quorum was present, and no formal actions were taken.*

**1. CALL TO ORDER:** Vice President Heather Gehring called the meeting to order at 5:30 p.m.

**2. INTRODUCTIONS & OVERVIEW:**

Heather Gehring, Port of Hood River Foundation Board member, opens meeting. Purpose is to gather those who understand the importance of preserving and maintaining the waterfront recreational spaces that are currently under the control of the Port of Hood River. The Port of Hood River Foundation is gathering ideas/information on projects and key assets that the Foundation should consider funding with the license plate funds. Mrs. Gehring wants to be clear this is not a planning meeting for Lot 1 or other larger Port projects – that is the job of the Port of Hood River Commissioners.

Open the floor for introductions -

Shane Lebsack: Is here to specifically brainstorm specifically on Lot 1. Draw people in the winter, not the summer. Fitness Center, hockey rink. Referenced Haley Idaho as the ideal skating rink example.

Mick McKee: Parkdale resident, also here to support the idea of a hockey rink.

Ellen Wylde: Mother to Fiona Wylde (who could not attend) and part of Wylde Wind Water that create waterfront rec opportunities for the youth of Hood River. They offer competitive SUP teams, as well as free SUP sessions. They serve hundreds of kids throughout the summer, including children from minority groups, and focus on river safety.

Cass Bergstrom: Helped with the sailing program. Feels the waterfront is an important part of the community. It's important to create a community feel for the waterfront

Gretchen Goss: Works with the Port of Hood River, is contracted to help with the Port of Hood River Foundation, as well as other projects.

Brian Shortt: Past Commissioner, was ED for Bellingham marina. Strong background in waterfronts.

Kevin Greenwood: ED of the Port of Hood River

Mark Newman: Resident of Mosier, handout of Community Center. Looking for a place for an ice rink – very Lot 1 focused

Ben Shepherd – Port of Hood River Commissioner. Explains Lot 1 (and why it's more than just a single lot). Building restrictions go through ODOT and the traffic/intersection issue. Roundabout is the current step 1, with realignment of 1<sup>st</sup> street is phase 1b. Roads are owned by multiple agencies, so it gets a bit messy. Port is in process now with ODOT to discuss roundabout and there have been some

grants secured. Discussions on Lot 1 are premature at this time. Differentiates Port planning vs. Foundation focus.

Mark Hickock: ED of HR Parks and Rec, served on waterfront advisory committee, very local focused, came to listen. Parks and Rec is doing a similar thing – creating a Foundation to help raise funds for the pool/parks.

Gretchen Goss opens the discussion to talk about the things that at working at the waterfront – what are the positive things people are seeing, versus the issues that are causing their businesses, or recreational time, trouble.

Multiple people agree they like the rigging stations at the Hook – path getting used more and more. The paved path is great – lots of appreciation for the upgrades done to the Hook.

Outrigger Canoe set up works great – Great way to get on the river for those that aren't wind people.

Ellen Wylde – Water safety is key. Hundreds of kids – they use the dock now as it helps to contain the kids. How many nonprofit dollars are there in this small town? Lots of nonprofits getting created and not a whole lot of local dollars. Is concerned for the overabundance of nonprofits. Gretchen Goss explains that the Port of HR Foundation's hope is to draw in donors that aren't necessarily local. To create a purpose and vision that those who love the Hood River waterfront, and consider it their recreation home, will want to support its preservation and purpose.

Cass Bergstrom– Bathrooms are a huge issue. Wet suit changing, running around looking for bathrooms. Paddlers have 100 people in club. Bathrooms get tricky. It means a lot to our community when the space we spend time in, looks great. There is potential for those spaces to look beautiful. Safety is a concern, Frog beach gets nuts. Access points is huge for helping people feel comfortable. It is the jewel of Hood River, it could look like the jewel of Hood River.

Shane- Wingfoiling - the two roads next to Luhr Jensen. Leased building slots – those are big money. Wonders why the Port isn't utilizing those premium parking spaces for additional income. Daryl Stafford explains that those spaces are for the businesses that rent space in the Luhr Jensen building.

Mark Newman: We need places to eat and look at water. Restaurants along the water.

Ellen Wylde: Public access is really tight along the waterfront. More waterfront rec than ever, that all need launching points.

Mark Hickock: Restrooms should be open all year round. There are restaurants open year round at the waterfront, people are always there. Winterize the bathrooms enough to keep them open. Port a potties in front of working restrooms is a no.

Brian Shortt– We can't be all things to all people who want to get to the water. Work with other communities to spread the recreational love. Regional flare, regional brand. Bingen wasn't as threatening as going to the hatchery, felt relatively safe. Work with other communities along the gorge to spread out the recreational access.

- 3. ADJOURN:** Being mindful of everyone's time, Heather Gehring thanks everyone for coming and for their thoughts on the waterfront. She will be in touch with them and let them know how they can be involved in the Foundation as it moves forward. The meeting was adjourned at 6:30 p.m.

**Prepared by:**

Gretchen Goss  
Strategic Communications & Project Management  
March 24, 2025

# MEMO

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## PORT OF HOOD RIVER FOUNDATION

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**Prepared by:** Gretchen Goss, Strategic Communications & Project Management

**Date:** April 15, 2025

**Re:** Foundation Mission Statement

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**BACKGROUND:**

At the February 18th Port of Hood River Foundation meeting it was decided that Heather Gehring (Foundation Board Member), alongside Gretchen Goss, would gather a group of stakeholders to discuss the possible projects and mission of the Port of Hood River Foundation in order to have more clarity on purpose and projects before the Foundation launches the specialty plate project. A group of interested community members gathered on March 10 and discussed the why and how of the new Port of Hood River Foundation. With input from this group, Heather and Gretchen were able to consolidate the thoughts and hopes of the Foundation into a concise mission statement for the waterfront focused side of the Foundation.

**RECOMMENDATION:**

It is recommended that the Port of Hood River Foundation approve the following mission statement for the waterfront focused branch of the newly formed non-profit:

“The Port of Hood River Foundation is dedicated to safeguarding The Port of Hood River's waterfront properties. Through funding community-initiated projects, we strive to improve public spaces by adding beauty, increasing safety measures, improving accessibility, and continuing to develop recreational opportunities.”

**SUGGESTED MOTION:**

Move to adopt the Mission Statement for the Port of Hood River Foundation.

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# MEMO

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## PORT OF HOOD RIVER FOUNDATION

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**Prepared by:** Gretchen Goss, Strategic Communications & Project Management

**Date:** April 15, 2025

**Re:** Project List for the Foundation

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### **BACKGROUND:**

At the February 18th Port of Hood River Foundation, Foundation members directed Gretchen Goss to come up with a list of possible projects that the specialty license plate funds could invest in, to prepare to launch the idea to the public. At the March 10th stakeholders meeting, those in attendance were asked what they saw as frustrations at the waterfront, what was working well, and what could be improved upon. Through this discussion, some recurring themes were brought forth, and from there a list of possible projects came into focus for the Port of Hood River Foundation. These projects are not the only focus of the Port of Hood River Foundation, but would be the main focus points as the specialty plate is launched, with funds to be used on these projects as well as other projects as the Foundation grows.

### **RECOMMENDATION:**

It is recommended that the Port of Hood River Foundation consider the following projects as they begin their Foundation and designated prospective income from the specialty plate project:

1. **Waterfront Public Facilities:** While there are bathrooms located at the waterfront recreation spaces, these restrooms no longer meet the growing number of visitors. The following needs and improvements should be considered.
  - a. Making sure there are safe and accessible restrooms available for a majority of the year at the busy waterfront spaces. These should be well-maintained and open as long as the weather permits.
  - b. Create safe and accessible changing areas. There are numerous youth organizations that need safe changing areas for the kids in their programs. Wetsuits are commonly used by those who recreate on the river, and having aesthetically pleasing changing spaces at the Hook and Event Site would be a great step in helping these non-profits grow the love of water sports.
  - c. As a world-renown water recreation town, we should step up to offer quality, sustainable, aesthetic waterfront facilities.
  
2. **Waterfront Safety and Education:** The number of families using popular areas such as Frog Beach, are growing every season. And tragically, every year it seems there is a tragedy along the mighty Columbia. While the Port has life jacket stands available, it is recommended that the Foundation take them on as well as water safety education.
  - a. Update and maintain the life jackets at the stands, making sure there are sizes for all ages, and replenishing the stock as they disappear throughout the season.

- b. Working with local non-profits to promote water safety for the local community and visitors. Water safety is not only a local concern, but with water recreation a large part of Oregon's recreational opportunities, it is a subject that is important to the entire state.
- c. Adding signage where appropriate to keep people safe while swimming in Nichols Basin - there is a lot of water traffic in that area as well as drop-offs that visitors are usually unaware of - perhaps roping the area for swimming.

**SUGGESTED MOTION:**

Move to approve the Project List for the Port of Hood River Foundation.

# MEMO

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## PORT OF HOOD RIVER FOUNDATION

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**Prepared by:** Gretchen Goss, Strategic Communications & Project Management

**Date:** April 15, 2025

**Re:** Continuing the License Plate Artwork Process

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### **BACKGROUND:**

Gretchen Goss presented a plan to the Port of Hood River Foundation on February 18 to involve the community in artwork for the proposed License Plate Program in which the community would be able to submit artwork to the Foundation for consideration. Submitted artwork would be presented to the Port of Hood River Foundation Board to select their top three; first prize earning \$500, second place \$300, and third place \$200. The Foundation would then have the option to use any and all aspects of the artwork in their design of the specialty plate. It was recommended to the Foundation to approve the \$1,000 prize money and begin the art contest once the Foundation had greater clarity on mission and focus.

At the February 18th Board Meeting, it was decided that the art contest would be paused as the Port of Hood River Foundation gained clarity on their mission statement and identified the specific projects to be funded by the initial license plate income. Attached is the updated timeline for the project, from beginning to estimated completion, assuming the project begins Spring of 2025. Expected costs of the program, including marketing and project management hours, are included below as well.

### **RECOMMENDATION:**

The recommendation for moving forward with the specialty plan with the following key dates and budgetary considerations for the 2025/26 year.

Please note this timeline is subject to change, based on the time between organizational approval, to sell the vouchers, and for production.

#### **April 2025**

- Approval of Foundation mission statement
- Approval of \$1,000 art contest prize money

#### **May 2025**

- Finalize contract for art submission
- PR for art contest
- Marketing the art contest to the local community

#### **June 2025**

- Community art submissions begin - end June 30th

#### **July 2025**

- Winning design is chosen at July Foundation meeting
- Finalize the design for the license plate for application.

#### **August 2025**

- Begin application for the specialty plate
  - \$5,000 paid to DMV with application submission
- Educate the visiting waterfront recreational crowds about the Port of Hood River Foundation to create an informed and supportive public.

#### **Sept/Oct/Nov/Dec 2025**

- If approved by the DMV, the plate design begins mockup
- Back and forth with DMV to land on final design and approval (this could take very little time, or weeks, it's variable).
- Approval by the OSP
- Order sample plates to decide on final plate type (final price dependent upon plate choice)

#### **Early 2026**

- Once approvals have been met, vouchers will be sent to Port of Hood River Foundation
- Marketing campaign begins - estimated \$5,000 for paid ads, photography, etc.
- Begin selling the vouchers in Spring of 2026
  - Must sell 3000 before production begins

#### **Summer 2026**

- Goal is to sell all vouchers by the end of summer, capitalizing on the influx of Oregonians into Hood River during the busy season.

#### **FALL 2026**

- Vouchers and collected revenue sent into DMV
- Pay final expected production costs (\$51,000-\$71,000) dependent upon the plate style

It is recommended that the Port of Hood River Foundation plan on the following expenses for their 2025/2026 budget in regards to the License Plate Project.

- **\$5,000** for DMV application
- **\$1,000** for Artwork prize
- **\$5,000** for marketing campaign (photography, website)
- **approx. \$71,000** for start-up production costs (Depending upon the variable timeline, this amount may not be paid out until the next budget cycle).
- **estimated \$17,000** project management costs (Gretchen Goss)

**Total estimated 2025/26: \$99,000**

#### **SUGGESTED MOTION:**

Move to approve the planned expenses of \$99,000 for the 2025/2026 Fiscal Year budget for the License Plate Project.