



## The Very Littlest Dragon

by Michael Gray

**B**aer Charlton is a framer. In fact, he is an internationally recognized award winning framer. However, after sitting down with him to discuss his newest project, one realizes very quickly that he is first and foremost a storyteller. In the hour I spent with him to discuss his new book, *The Very Littlest Dragon*, we covered topics ranging from airplanes to construction to art. Throughout the conversation one theme remained consistent: Baer has a big heart and likes to make people feel good about themselves. What began as a fun exercise with the book's illustrator Laura Reynolds Baer would create short stories based on the original artwork she would show him. That 4 year labor of love would become *The Very Littlest Dragon*. Laura and everyone else who worked with Baer on the project are also framers. "Framers are problem-solvers. People come to them with an emotionally-charged story, and a framer has done their job when they are able to help

somebody tell it. . . better," says Baer. "So who better to help tell this story?"

Baer hopes that this book will give him a vehicle to gain the ear of the toughest audience

something catchy to help. "Kids don't always listen to their parents or teachers in regard to self-esteem. They have to say nice things. But a guy who wrote a cool book about dragons, that might keep their attention."

*The Very Littlest Dragon* is a coming of age story of camaraderie and acceptance that reminds us that sometimes that which is perceived as our greatest handicap can become our greatest strength. In addition, it all takes place within (where else?) a frame shop. In a time where bullying stories are a nightly occurrence on the news, all of us, young and old, can appreciate a story that reminds us to embrace that which makes us unique. Baer will be at Americana Frame on Fremont for a book signing on



around: children. The message of tolerance and acceptance isn't a new one, but can be very difficult to impart on young people without

Saturday, March 17th, from 10:00 AM – 2:00 PM.





## President's Message: Neighborhood in Bloom

By Al Ellis

A quality that makes Beaumont-Wilshire one of the most desirable neighborhoods in the city is its natural beauty, and there's no better time of the year to take it all in than early spring. Within the mini-forest that is Wilshire Park and throughout our eclectic array of residential gardens, buds burst into color and lawns billow green, while nesting birds serenade the ever-increasing number of strollers, runners, bicyclists, dog-walkers, and baby-buggy pushers crisscrossing the neighborhood amid the crisp, refreshing air—a veritable urban renewal on parade. . .

But it's not only the natural environment that's blossoming in our neighborhood this spring. The bloom is on Beaumont-Wilshire's business associations as well. Both the Beaumont Business Association (BBA) and the NE 42nd Avenue Business Association (42nd BA) greet the season anew with increased membership, energized leadership, and productive innovations. BBA has grown from a handful of Fremont Street businesses just a couple of years ago to one of the most robust business associations around. With over 60 members on its roster, August's Fremont Fest and December's Festival of Lights attract thousands to the neighborhood. Meanwhile just down the street, 42nd BA has embarked on an ambitious grant-funded initiative aimed at galvanizing community support for a revitalization of 42nd Avenue, both as a business destination and as a community nexus for three neighborhoods (Beaumont-Wilshire, Cully, and Concordia). Its boundary lines converge at the corner of 42nd Avenue and Alberta Court.

At the heart of this transformational activity are revitalized symbiotic relationships among the member businesses themselves as well as with community organizations like BWNA and Central Northeast Neighbors ("CNN"—the neighborhood association coalition of which

BWNA is a part). Mutual interdependence is the name of the game and collaborative teamwork the core driver. Case in point: BWNA helped facilitate procurement of a grant for the purchase and installment of 42nd Avenue business district street signs, assisted BBA in getting permission from the city to display large banners over Fremont Street to promote festivals, spearheaded the project to put diagonal parking spaces adjacent to Fremont businesses, and has regularly featured Newsletter articles about neighborhood business owners and their enterprises. In return, businesses have promoted and participated in BWNA meetings and events such as Taste of Beaumont, National Night Out Picnic in Wilshire Park, Movies in the Park, December Winter Holiday General Meeting, and graffiti cleanups. And in the area of community issues, 42nd BA allied itself with BWNA in the endorsement of a neighborhood resolution opposing construction of a residential cell tower. Such ties have elevated communication and cooperation between BWNA and its business association partners, resulting in BWNA regularly represented at business association meetings and business association activities routinely promoted by BWNA. I would also point out that it doesn't hurt to have former BWNA Treasurer and Newsletter Editor Dan Johnson as BBA's President!

Given this rosy outlook for the neighborhood, it's only fitting that BWNA's most popular general meeting of the year—Taste of Beaumont—is held on the second Monday in April, with spring flora on full display and local business participation front and center. It's also a new beginning of sorts for BWNA's Board members and officers, with annual elections taking place. But mostly it's a celebration of a neighborhood in bloom.

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# Big Turnout Anticipated at April 9th Taste of Beaumont General Meeting

by Al Ellis

Why is Beaumont-Wilshire Neighborhood Association's general meeting on the second Monday of April unlike any other general meeting during the year? Because it doubles as a spring party for the neighborhood as well as a public forum for BWNA elections, with the starting time set for 6:30PM instead of the usual 7:00PM. Known simply as "Taste of Beaumont", the evening begins with free cuisine samples provided by local restaurants and cafes, plus refreshments courtesy of local merchants and BWNA. Entertainment promises to be bigger and better than ever, showcasing the Taste of Beaumont debut of an 18-piece big band from Beaumont Middle School under the direction of community favorite Cynthia Plank. The business meeting follows, with the spotlight on elections for ten Board of Director positions (two of which are currently vacant), as well as for the officer positions of Treasurer and President. (Nominations are open to any Beaumont-Wilshire resident who is able to regularly attend monthly meetings on the second Monday of most months and is interested in representing the neighborhood in a decision-making capacity.) The meeting will also feature a crime report discussion with a local police officer, updates from BWNA committee chairs, and requests from residents regarding issues

and/or activities for consideration by the Board at its next bi-monthly meeting on May 7th. The event culminates with a drawing for free door prizes, including gift certificates from local merchants and table floral arrangements courtesy of Beaumont Florists.

The venue for Taste of Beaumont is the same as it is for all BWNA general meetings—Bethany Lutheran Church, located on the corner of NE 37th Avenue and Skidmore Street (across from Wilshire Park, with entry down the walkway on the Skidmore side of the church). A full house is expected, and if

your preference is to sit at a table (as opposed to sitting on chairs around the periphery), then arriving a bit early is advisable.

This is one you don't want to miss, so enter it onto your calendar now: Taste of Beaumont, April 9th, in Bethany Lutheran's basement activity room ("Fellowship Hall"), with doors opening to the public at 6:00PM and dinner served at 6:30PM. Bon appetit!



Monday  
April 9th  
6:30PM start



2011  
*Beaumont Middle School Small Jazz Combo*



2011  
*"Taste of Beaumont" BWNA General Meeting*

## Write a Letter to the Board

The Board of Directors welcomes letters concerning local neighborhood issues. Writers are asked to limit letters to 150 words. Letters may be edited for length and clarity and will be published as space allows, including on our website/blog ([www.bwna.us](http://www.bwna.us)).

## BWNA Calendar

### Monday, March 12th • 7:00PM

BWNA Board Meeting  
Bethany Lutheran Church, Conference Room  
NE 37th Entrance

### Saturday, March 17th • 10:00-2:00PM

Baer Charlton Book Signing  
Americana Frame  
4223 NE Fremont  
(see page one)

### April 1st - April 8th

Easter Week Services  
Bethany Lutheran Church  
Corner of 37th & NE Skidmore  
(see page eleven)

### Thursday, April 5th • 6:30PM Maundy Service Sunday, April 8th • 7:30AM Easter Sunrise Service

Wilshire United Methodist Church  
3917 NE Shaver  
(see page ten)

### Monday, April 9th • 6:30PM

BWNA General Meeting  
**Taste of Beaumont and Board Elections**  
Bethany Lutheran Church, Fellowship Hall  
NE Skidmore Entrance  
(see article this page)

### Friday, April 13th

Deadline for ads and articles  
for the May - June 2012 newsletter

### Saturday, April 21st • 9:00AM-3:00PM

Reduce, Re-use, Recycle  
Trinity Lutheran Church  
(see page eight)

### Saturday, April 28th • 5:00PM

Wilshire United Methodist Church  
Morgan Fawcett in Concert  
(see page nine)

### Monday, May 14th • 7:00PM

BWNA Board Meeting  
Bethany Lutheran Church, Conference Room  
NE 37th Entrance

BWNA's calendar is on the web!  
Go to [www.bwna.us](http://www.bwna.us) and select BWNA Calendar

## New Contacts for Newsletter Ads and Residential Distribution

By Al Ellis

Two longtime Beaumont-Wilshire Neighborhood Association volunteer leaders are stepping down from their respective posts due to changes in their personal and professional schedules.

Dan Johnson, who has held a variety of leadership positions (Board member, Treasurer, Bookkeeper, Newsletter Editor. . . just to name a few) is now serving as President of the Beaumont Business Association and has therefore opted to hand over his newsletter advertising contact duties to current BWNA Treasurer Gwen MacPherson.

Newsletter advertisers can reach Gwen by e-mail at gwennie60@comcast.net or by phone at 503.287.9996. All check payments for ads should be sent to Gwen's home address: 4353 NE 40th Avenue, Portland, OR 97211.

Marsha Mahon has been the person behind the scenes for the past several years organizing the newsletter distribution system, supervising home delivery and recruiting neighborhood volunteers to be captains and

distributors. Without her steadfast dedication and diligence, you would most likely not have this newsletter in your hands right now.

But Marsha's transition to full-time employment has resulted in her need to, as she put it, "pass on the baton"— which, fortunately, was accomplished relatively quickly, thanks to BWNA Board member and newsletter distributor volunteer Serah Breakhouse stepping up to carry on where Marsha left off. Serah and President Al Ellis have collaborated with Marsha in an effort to plug some holes in the delivery system and improve efficiency, and we welcome your feedback. Also, there is still a need for more volunteers to help out with distribution, so please contact Serah if you're willing to help. You can reach her by e-mail at sryano@comcast.net or by phone at 971.219.3492.

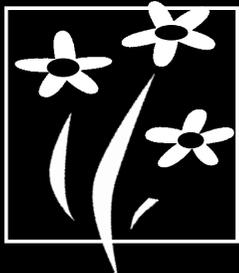


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# Michael DeMarco, Helping to Activate 42nd Avenue

by Serah Breakstone

Michael DeMarco first became involved with the NE 42nd Avenue business district through his masters program in planning at the University of British Columbia in Vancouver. Michael and his wife moved to Portland before he completed his degree, and so it was here that he chose to do his capstone project and finish out the program. Michael was interested in working on a project that posed some challenging planning questions: How do you energize a commercial district that serves a diverse demographic and is located on the fringe of a city? How do you add value to a place without making it unaffordable for those who live there? Michael saw the 42nd Avenue district as a place with a lot of “leakage”, meaning people who live and work in the area have to go outside the district for their various needs such as groceries, shopping, restaurants, and so on. He also saw a commercial strip with great potential to better serve its community. Initially, Michael was working with the 42nd Avenue Main Street Collaborative to secure a grant through the Portland Main Streets Program, a Portland Development Commission (PDC) initiative that provides funding to help revitalize commercial districts and foster economic development. Ultimately, they were not chosen as grant recipients; however, the process of applying for the grant raised awareness and fueled a community effort to find other sources of funding. That effort led to the launch of the 42nd Avenue Neighborhood Prosperity Initiative (NPI), another PDC program that helps business districts strengthen their ability to provide for their neighborhoods. According to the 42nd Avenue NPI website, the initiative is *“a program through which property tax dollars derived from the area immediately surrounding the business district are reinvested in the district as determined by community members.”* Importantly, especially to local residents, the NPI doesn’t increase taxes; instead, it operates on the existing tax base. Although the NPI uses tax increment financing, it does not issue bonds to pay for improvements, as is the case in many urban renewal areas. The benefit

to this approach is that the community is not pressured to make decisions based solely on impacts to tax revenue. Improvements funded



NE 42nd Avenue volunteer Michael DeMarco



Rendering of a mural along 42nd Avenue

by the initiative will therefore be focused on those that will promote prosperity and quality of life for all community members.

Participation in the NPI program helped the community fund Michael’s work in the neighborhood, this time with an emphasis on community outreach, fundraising, organizing and other pre-planning activities in preparation for the official launch of the 42nd NPI, which happens this July. Michael said there has been a lot of interest in the program and committees are already being formed. An important first step in this process will be to develop a clear vision for the program that reflects the needs and desires of residents, business owners and other stakeholders in the district. From there, an action plan will be created with specific goals for the district and benchmarks for success.

According to the website, these tasks will be completed by the end of February 2012. Actual tax increment financing is not expected to be available for improvements until 2014 because

it takes several years for the funds to accrue. This provides time for the community to plan, organize and raise additional funds so that when development does begin to occur, it is aligned with the community vision and the supporting policy framework is in place.

Michael’s other role in the 42nd Avenue neighborhood is with the Central Northeast Neighbors, the organization that provides support and technical assistance to the eight northeast Portland neighborhood associations. Michael is helping CNN compile and organize information related to Portland’s current Comprehensive Plan update process. The update process is an opportune time for communities to consider land use and zoning issues and provide input to the city. CNN, with the help of Michael, is taking the lead in soliciting and summarizing concerns from northeast Portland neighborhoods so they can provide a cohesive and inclusive statement to the city for consideration while they update the Comprehensive Plan. You can find additional information on CNN’s website at: <http://cnncoalition.org/>

As the NPI enters the preplanning and training phase, community members will be assuming more responsibility for the initiative’s progress, though Michael will continue in his coordinating role as a volunteer. He says that he has a soft spot in his heart for the 42nd Avenue community and will continue to be involved on some level regardless of funding. It’s clear that the work he has done and the relationships he has built will continue to provide value to the neighborhood as it moves forward with this new initiative. If you would like more information, or would like to get involved, you can visit the 42nd Avenue NPI website at: <http://ne42pdx.com>. If you would like to contact Michael directly, he can be reached at: [michael.p.demarco@gmail.com](mailto:michael.p.demarco@gmail.com).

# Plans for businesses along Fremont could affect nearby residents

By Dave Anderson

Business owners along Northeast Fremont Street are trying to decide whether they want the commercial strip to be more like Multnomah Village or Northeast Alberta Street.

In other words, should it remain a neighborhood hub, with a grocery, hardware store, restaurants and businesses that cater to the surrounding residents? Or should it aspire to become a hip destination, drawing shoppers and diners from afar?

The answer not only has implications for the businesses along the street, but the residents who live within a block or two of Fremont Street. Many homeowners say they moved in knowing what to expect and appreciate a thriving business district within walking distance. But others say minor annoyances have become major headaches, with visitors blocking driveways and worse.

The Beaumont Business Association, which represents about 70 businesses along Fremont, has a new president. Dan K. Johnson of Pride Financial Partners has ambitious plans. He wants to increase membership to at least 100 businesses and might extend the association to other portions of Fremont. He wants to raise the association dues from \$55 annually to \$99. He wants to launch a new website. In addition to Fremont Fest in the summer and Festival of Lights in the winter, he wants to add a spring event next year.

And a business plan that Johnson drafted lists two opportunities that could mean big changes for the neighborhood. One is a monthly event,

Second Fridays, which brings to mind the Pearl District's First Thursday and Alberta's Last Thursday. The other is becoming recognized as a



destination for visitors from around the region. "My goal as president is to brand the neighborhood," Johnson said. "We have a lot of opportunity here."

But at a recent business association meeting, some of Johnson's plans, including the increase in membership fees, were met with skepticism. The consensus seemed

to be that Fremont will not be the next Northwest 23rd Avenue or Hawthorne Boulevard and marketing efforts should refocus on locals.

"This is a neighborhood business district," said Deborah Field

of Paperjam Press. "Who is the person we're trying to reach? Are we really getting our neighborhood to come here?"

Johnson agrees that, for now, the association should focus on surrounding residents, in keeping with the city's goal of "20-minute neighborhoods."

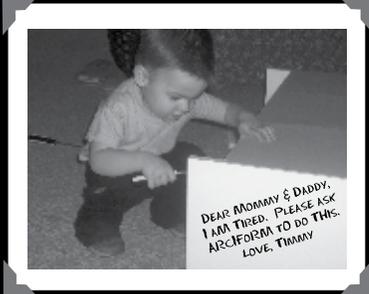
Most homeowners who live within a block of Fremont seem to appreciate the proximity of businesses.

"We love all the activity that's there all the time," said Gary Green, who lives on 44th Avenue a half-block north of Fremont. "I think it's good for the neighborhood."

Ryan Harshburger, who has lived on 43rd Avenue since 2007, said street parking can be an issue, but it's a small price to pay for a walkable neighborhood.

"We have a really good relationship with all the owners," Harshburger said. "We were just realistic when we moved in."

*continued on page 7*



Yes Timmy was a bit slow on the job, but they figured that if they had him start on in on the project in July, he'd surely be done by the holidays.

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But another 15-year resident on 46th Avenue who asked to remain anonymous, said he liked the neighborhood better before Fremont Commons and other new development arose along Fremont. Lately, parked cars block driveways, traffic accidents have increased and he's seen some unsavory activities.

"For me, it doesn't really work," he said. "I think it was more humble before."

If the street becomes a destination like Mississippi Avenue or Alberta Street, that will be the last straw.

"We're in trouble then," he said. "I will move."

Johnson hopes to head off some of those issues with a new community relations committee. He also suggests stronger partnerships with police and parking enforcement.

Johnson, who also lives in the neighborhood, said the Fremont business strip historically bridged the Wilshire neighborhood to the north

and the Beaumont neighborhood to the south. Today, he sees a growing division between residents and business owners.

"We're excited about bridging that gap," he said. Johnson, who is a former board member of the Beaumont-Wilshire Neighborhood Association, said he wants a portion of the business association dues to go to the neighborhood association, hopefully for crime prevention efforts.

Opportunities for business growth are limited. Johnson said there are only a few vacancies on the street. There are several properties that could be redeveloped from houses into commercial spaces. Whatever comes, Johnson's vision for the street includes no national chains. Johnson said the business environment remains strong, despite the recent closings of Soluna Grill and Doc George's restaurants. The closures of those restaurants were particular to the owners

and operators, he said. Other proprietors quickly jumped in to lease those spaces, including Grand Central Bakery's plan for a café in the former Soluna space. Several people point to the success of Fire on the Mountain to the east of the neighborhood at 57th Avenue.

Karen Woodbury, who lives on 47th Avenue a half-block south of Fremont and owns a restaurant on Alberta Street, is among those who said she struggles with the traffic issues associated with the businesses. She wants to live close to businesses, but the right kind of business. Before the Grand Central plans became public, she said she wanted a "cool, hip anchor restaurant" in the space that Soluna vacated. She misses Fife, the first restaurant there.

"Fremont, for whatever reason, is not attracting up-and-coming or cutting edge businesses or restaurants," Woodbury said.

Save the Date  
Taste of Beaumont & Beaumont-Wilshire Community Meeting  
Monday April 9th at 6:30PM

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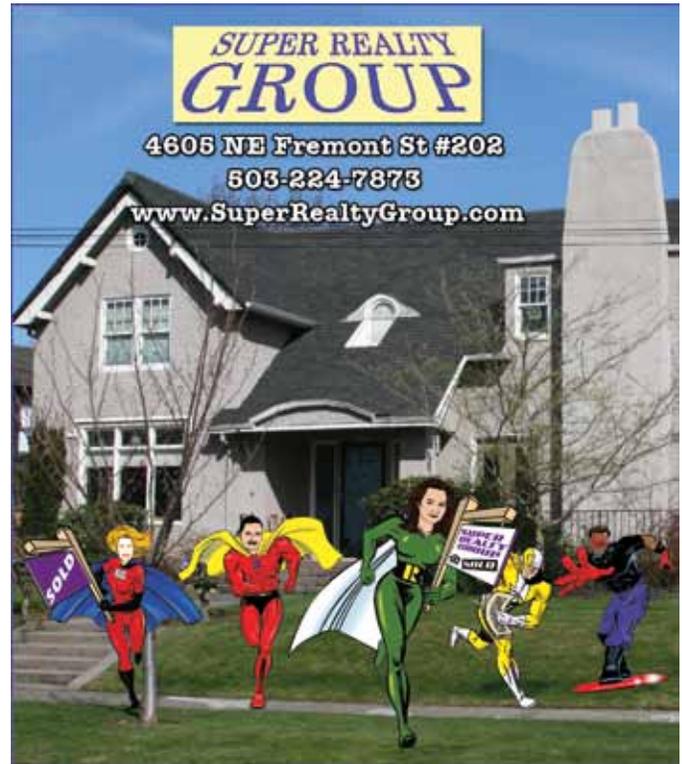


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# Reduce, Re-use, and Recycle on Earth Day

By Barbara Ford

Clean out your closets, garages, backyards and basements and bring your items to the Cully Association of Neighbors Earth Day Spring Clean-Up on Saturday, April 21, 2012 from 9:00AM to 3:00PM at Trinity Lutheran Church and School at 5520 NE Killingsworth Street. Acceptable items: wood, pallets, limited yard debris (no compost), metal, glass, rubber, carpets, mattresses, appliances (no refrigerators or cooling units), block styrofoam, car batteries, household batteries, furniture, cell phones, old bicycles and bicycle tires. Purchase usable items at the popular U-Price It area. Bring canned food and usable clothes for the NE Emergency Food Program. Do not bring: hazardous waste (gasoline, chemicals, paint, tar, animal waste, liquids) concrete, asphalt, asbestos, brick, cement, dirt or sod, sand, gravel, composition

roofing, under-the-sink garbage. Fees for the clean-up (residential vehicles only) are \$7.00 per car, van or SUV, \$20.00 per truck. Additional fees for oversized loads and trailers, as well as electronics (\$2.00); computers, monitors, TVs under 36" (\$3.00); tires on-rim (\$3.00) or tires off-rim (\$2.00). This is our biggest fundraiser! Cully Clean-Up is a SOLV-sponsored Earth Day recycling event which is sponsored by the Cully Association of Neighbors, Central NE Neighbors, METRO and the Bureau of Planning and Sustainability. The Cully Clean-Up is also supported by Trinity Lutheran Church and School, Morel Ink, Albertsons, Safeway, Delphina's Bakery, Starbucks Coffee, Fire Station 28, Recology Portland, Total Reclaim, Free Geek, NE Emergency Food Program, Salvation Army, Jay's Lawnmower, Wood Waste Management,

Community Appliances, Community Cycling Center, and Quality Used Tires. We need 60+ volunteers! This is a great way to meet neighbors and have fun while working together for a cleaner neighborhood. Community service credits are available for high school students, college students and others. Volunteers can dump for free! Want to volunteer? Sign up for a 2-hour shift. Contact Doug at 503.488.0401, or email dougspanet@mac.com. Quiera ayuda? Llame a Larry 503.287.0523. For general questions or if you want to post a lawn sign in your front yard or a flyer on your business window. Contact Dennis at 503.528.6898, or email letsprune@gmail.com

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Gulls Comic will be at this year's Stump Town Comics Fest on April 28th and 29th at the Oregon Convention Center

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Monday, March 12th • 7:00PM

BWNA General Meeting  
"Taste of Beaumont" & Board Elections  
Monday, April 9th • 6:30PM

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## Easter Services

### at Wilshire United Methodist Native American Fellowship

Wilshire United Methodist Native American Fellowship is planning a Soup, Supper, and Service for Maundy on Thursday, April 5, starting at 6:30PM. Bread and soup will be served, and then the group will move into the sanctuary for a time of remembrance of the Last Supper.

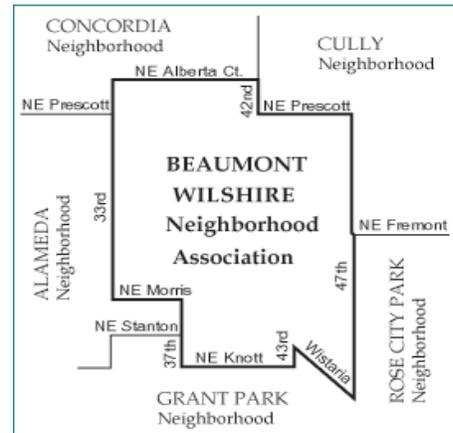
On Sunday, April 8, there will be a Sunrise Service at 7:30AM with music and scripture reading. An Easter Sunday Celebration will start at 11:00AM with more music and joy, and there will be a time of fellowship and snacks after the service. Please join us at 3917 NE Shaver Street for this special time!



# shop locally

All residents, property owners, government agencies, business licensees, and non-profit organizations located within the boundaries of the Beaumont-Wilshire Neighborhood Association may consider themselves members of BWNA. Membership is free. Members are welcome to attend any BWNA business meeting.

### Beaumont-Wilshire Boundaries



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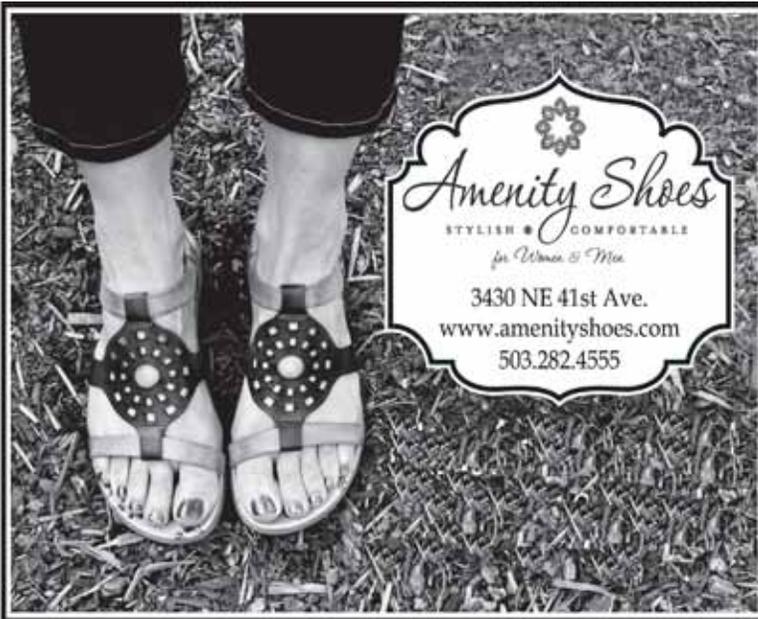


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- 4-5 block radius
- 20-30 minute commitment
- Deliver every other month

Contact Serah Breakstone at 971.219.3492



## Easter Week Services at Bethany Lutheran Church

The community is invited to join neighbors and friends for special Easter week services:

Palm Sunday, April 1, 10:00AM

Maundy Thursday, April 5, 7:00PM

Good Friday, April 6th, 7:00AM

Easter Sunday, April 8th, 10:00AM

Experience rich traditional services

### Hispanic Services

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## April

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