



April 2019
Spring News

Boosters News You Can Use

All Roads Lead To Hollywood! The Hollywood Boosters Business Association (HBBA) is one of the oldest Business Districts in Portland and is steeped in rich history and tradition. While continuing to embrace the past, we look for ways to improve and opportunities for growth for our businesses. **Sign up now!!**

How do we keep the Hollywood district an energetic and vital part of Portland? How do we bring more resources and value to all local businesses and professionals? How do we define our collective voice, and make our opinions heard at city council and to other stake holders? How can we grow our businesses but retain our district's charm? The answer is YOU!

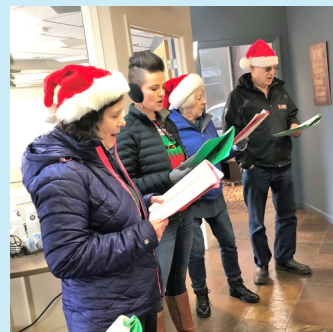
Help shape the future of the Hollywood District by becoming a member of the Hollywood Boosters. **The Hollywood Boosters is a non-profit business alliance that supports the district and provides resources to the local businesses.**

Current projects include:

- A **website** www.hollywoodpdx.com that highlights our directory of businesses, showcases different business members monthly, and features photos and information about the business district.
- **Hollywood Clean and Safe** – an initiative that grew out of member concerns about cleanliness and street-level crime in the area near the end of 2017. During 2018, the HBBA challenged businesses to keep the area and sidewalks around their business clean and welcoming; provided Hollywood Clean & Safe signs to put in business windows; and hired someone on a pilot basis to clean up debris and report trouble areas. Volunteers also joined the effort!
- A formal partnership with the Portland Police Bureau that supports targeted crime prevention and suppression efforts in our District.
- Supporting events which draw people and shoppers to the area including the **Rose Festival Junior Parade**, annual **Veteran's Day Parade**, **Christmas Caroling**, **Business Networking Socials** and monthly **Booster Luncheons** featuring guest speakers.

There is no limit to what we can accomplish, but we need involvement, teamwork and input.

Please complete a membership application or invoice, and submit it to the Boosters by April 30, 2019, or call a Board Member to learn more: Paul Clark 503-281-8891, Maura White, 503-709-1103, Heidi Settlemier 503-307-1502, Mary Wohler 503-730-9492, Jan Tolman 503-201-7341, Ed Fredenburgh 503-686-5510 or Alfred Novacek 503-234-5594.



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HOLLYWOOD SENIOR CENTER— ACTIVITIES AND VOLUNTEERS ALWAYS WELCOME



The Hollywood Senior Center strives to promote the health, independence and well-being for adults 55 and older. They provide services and activities for all older adults across a full spectrum of interests and needs.

The Center offers opportunities for life-long learning, recreational and social

activities, a thrift and consignment shop, and facility rental.

Meals on Wheels is available on Thursdays.

On Saturday, April 13th, from 8-11am, the Hollywood Senior Center together with the Hollywood Lions is hosting a Pancake Breakfast Fundraiser at the Center. Tickets are available in advance or at the door for \$5.

“You can never go wrong by investing in communities and the human beings within them.” –Pam Moore, CEO of Marketing Nutz

CUB SCOUT PACK 999

In 2018, a new Cub Scout Troop formed at Beverly Clearly School on the Fernwood Campus with 25 active kids. When searching for a group to sponsor the pack, the Hollywood Boosters quickly said yes.

Pack 999 meets every other Tuesday for activities and education, and will be participating in many community events alongside the Boosters including community clean ups, spring planting, placing flags for the Veteran's Parade along Sandy and walking in the Junior Rose Festival Parade.

For more information, please contact Kent Smith at tkksmith@gmail.com or stop by The Wiggle Room located near US Bank and talk with Chris Wade.

MOTHER & CHILD PLANS A FUN RUN AND WALK IN SUPPORT OF PARENTS

Mother & Child Education Center, a non profit organization located at 1515 NE 41st, provides education, supplies and guidance to other local resources to parents during pregnancy through toddler years. During Mother's Day weekend, the group is offering a 10k/5k stroller-friendly run or walk and kids' fun run, Saturday, May 11, 2019, beginning at 9am at Mt. Tabor Park. Register for a 10k (\$50), 5K (\$40), or Kids Fun Run (\$8) at <http://runmamarunpdx.org>. Can't participate? SleepMamaSleep snags you a T-shirt (\$25) or you can sponsor an MCEC parent or child to participate! Sponsors and volunteers are still needed. Call Anne Bumbalough, 503-249-5801 or anneb@momchildpdx.org.





So what's dipping and why does my new credit card come with a chip on it?

By Ed Fredenburgh

Portland Merchant Services, merchantedu@gmail.com

Isn't new technology fun?? In reality, chip cards aren't new, they've been prevalent in Europe and other continents for more than a decade. We are just really slow to adapt in the US.

To answer the questions you know doubt have been asking yourself for the last four years, dipping is to chip card transactions what swiping is to magnetic strip transactions. And, credit and debit cards now have chips on them to reduce the amount of losses sustained from card present fraud.

Here's how it works - prior to 2015 banks—you probably call them credit card companies, but they are banks—assumed the liability for card present fraud given that the merchant sustaining the fraud provided proof that the card was presented for payment in their location. In the case of a swiped transaction, a receipt containing the word swiped and the 'client' signature sufficed; in the case of a key entered transaction an imprint of the card was necessary to have the bank fund the fraudulent transaction.

In 2015, the banks/credit card companies decided to shift the liability of card present, fraudulent transactions to merchants. That probably reduced the amount of losses banks sustained...ya think? Now, merchants are liable for card present, fraudulent transactions if they don't have a chip reading or dip capable terminal. NFC (near field communication) transactions can be considered dips as well - you see this with apple pay, google pay, Samsung pay and pay wave are examples of NFC transactions.

There is also a bit more security for us cardholders as well, because chips are, so far, hard for fraudsters to replicate. However, since all cards still have a number on them and a magnetic strip there's still an opportunity for that info to be stolen, replicated and used in card present and card not present situations.

There's no doubt that the implementation of chip cards and chip card readers has reduced the amount of card present fraud and that's a good thing for merchants, consumers and even the credit card companies, or banks.

As info, merchants still bear 100% of the liability for card not present fraud, more on that in another article...

HAPPY HOUR

BUSINESS

NETWORKING

Booster Board member Heidi Settlemyer coordinates monthly Happy Hours for Boosters to socialize, share business cards and meet new business owners and managers in the area. This year, we've celebrated St. Patrick's Day at Aunt Tillie's Deli, ate pizza at Hollywood Hot Lips Pizza, and cozied up in January at Clyde's Prime Rib.

Join us on **April 18th from 5-7 pm at Laurelwood Public House & Brewery at 5115 NE Sandy.**

Are you interested in hosting a Happy Hour? Guests buy drinks, and the hosting location supplies light snacks.

To host, contact Heidi Settlemyer with Alameda Realty at 503-307-1502 or at alamedareal-typdx@gmail.com.



BUSINESS MOVERS AND SHAKERS

Susanna Krizo opened up **The Nordic Home** in 42nd Street Station offering Scandinavian candies and goods

Moments Have You, located at 1724 NE 40th, offers unique gifts, cards and paintings created by the owner and lots of great cat-themed items!

Radiant Tech Repair, 4038 NE Sandy, is owned by Adam Brazie & Brant Stokes and offers fast reliable service. Just ask Booster Maura White who brought in what she thought was a computer broken forever and now it is restored!

The Wiggle Room, 1925 NE 42nd Avenue, just celebrated its 1st year with owners Chris & Jessica Wade offering indoor play space, drinks & snacks, and party rentals.

Hearing Resources Audiology Center owner Evonne Serpa, Au. D joined the Booster Board in 2019. Located at 4311 NE Tillamook Street, HRAC offers adult and pediatric audiology and hearing aid services.

Vive Fitness moved from NE Hancock into the former Vela Cult location (1969 NE 42nd). Vive Fitness welcomes, energizes and provides a release from life's daily stressors.

Melats Dreadlocks & Barber at MB42 Salon, located in 42nd Street Station, is a community and family-oriented salon that offers services for people of all different ages and ethnic backgrounds



HOLLYWOOD CLEAN AND SAFE PROJECT

It is important to all of us in the Hollywood District that our sidewalks, alleys, streets and storefronts are clean and inviting to everyone who



Maura White, Paul Clark, Dave Pietka

comes to our area to work, shop and play. In Fall 2017, the Boosters kicked off a new program **Hollywood Clean and Safe Hollywood**, with a goal of ensuring that the district is cleaned up and kept safe from those who would intimidate or harass shoppers, residents or businesses. With the support of a part-time person focused on cleaning up the area, volunteers and engaged businesses, the Boosters have worked hard on keeping our area clean and safe. We have promotional door hangers about the project available for free for all members—please stop by 42nd Street Station to pick one up or call a Board member to drop one by! “This takes the cooperation of business owners, managers, residents, government and local police to achieve success,” said **Booster President Maura White**. “We refuse to let street trash and criminal activity take over our neighborhood. We need to communicate better with each other and become active in our prevention efforts.” Contact hollywoodboosters@gmail.com to get involved.

THE 7 W'S OF REPORTING CRIMINAL ACTIVITY

Who - suspect or victim involved

What - type of problem

When - happening now or how long ago

Where - location help needed, location of suspect, victim and/or self

Why - reason for need of responders

Weapons - what kind and how many

When describing a person, be as detailed as possible. When describing a vehicle report using CYM-BOLS: Color, Year, Make, Body style, Other marks/damage, License, State



“To be successful, you have to have your heart in your business, and your business in your heart.”

- Thomas Watson Sr., chairman and CEO of International Business Machines

CRIME AND LIVABILITY CORNER

As part of our regular meeting agenda (first Wednesday of the month at Columbia River Brewing), we include a round-table discussion about criminal activity in the area and ways to keep ourselves and our businesses safe and economically viable.

In 2017, many businesses participated in the City of Portland's Business Watch training and we formed a business watch operating in the Hollywood District. Business Watch is a program designed to increase commercial viability and residential livability by reducing crime and the fear of crime, and promoting positive communication and relationships within an area.

Businesses maintain a safe and crime-free atmosphere by using communication and crime prevention tools. By meeting with and contacting each other when

something seems amiss, we make it safer for all. Several businesses also employ security companies to do regular patrols.

The city has several online tools that make it more efficient (and effective) to report trouble.

Report homeless camps -
<https://www.pdxreporter.org/>

Report an issue in the park:
<https://www.parkscanpdx.org/> or
call 503-823-1637

Report abandoned autos, living in cars, etc. call PBOT 503-823-4000 or do the online form at <https://www.portlandoregon.gov/transportation/71693>



**Portland Non
Emergency**

Phone:

503-823-3333

**Hollywood Boosters
Business Association**

Board Members

Maura White, President

Mary Wohler, Treasurer

Paul Clark, Secretary

Jan Tolman

Heidi Settlemier

Ed Fredenburgh

Evonne Serpa

Cindy Langford

Alfred Novacek

THE HISTORY OF HOLLYWOOD

During the early 20th century, Portland expanded rapidly on the east side of the Willamette River. At the start of this era, the Hollywood District contained only a few homes and dirt roads. In 1906, a streetcar line ran the length of Sandy Boulevard. Called the Rose City Line, the streetcar allowed residential growth. As families filled suburban homes, community services were in demand. Fire Engine Company #28 was stationed at 5440 Northeast Sandy Boulevard in 1912. They were a horse drawn company until 1920 when motorized vehicles replaced the wagon.

Hollywood soon became one of Portland's best-known commercial districts. The name was adopted from the Hollywood Theatre, built in 1926 on Sandy Boulevard in the heart of the district. For several decades, Hollywood served as the business center for Northeast Portland. The Moorish-style design, tiled roof and colorful ceramic decor of the Hollywood Theatre is continued in several nearby buildings, giving Hollywood a distinctive character. Even today, this beautiful theater is one of the central attractions of the Hollywood neighborhood, showing new and vintage fine films. In 1931, Fred Meyer opened up a store in the Hollywood Neighborhood along Sandy Boulevard. In addition to groceries, general merchandise and a pharmacy, the new store offered off street parking and a gas station. Paulsen's Pharmacy has continued to operate out of its original 1918 location at 4246 NE Sandy Blvd. Famous for operating a 1920s style soda fountain, Paulsen's offers old fashioned customer service along with the latest products.

Over the last 75 years, the Hollywood District has undergone change, leaving it a mixture of both old and new. Despite these changes, the neighborhood continues to hold onto its historic front porch homes, neighborhood charm, traditional businesses, and sense of community. For more information please visit www.hollywoodpdx.org

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PLEASE
PLACE
STAMP
HERE

