

City of Beaverton Neighborhood Program

“Promoting Public Involvement
In City Government”

NAC Leadership Handbook



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WHAT IS THE NEIGHBORHOOD PROGRAM

The city of Beaverton recognizes that public involvement in government is critical to ensuring that decisions and policies reflect the needs and interests of the community. To that end, the city established the Neighborhood Program in 1987 to promote public involvement in city government. The program achieves this mission by:



Neighborhood Program

- providing a variety of support services to the city's 11 Neighborhood Association Committees (NACs) and the Beaverton Committee for Citizen Involvement (BCCI);
- sponsoring educational programs and activities to educate citizens regarding the city's policies, processes, and programs, including land use issues;
- encouraging and promoting information-sharing amongst citizens and between citizens and the city;
- managing the city's boards and commissions recruitment process, including providing information and training to boards and commissions members, and
- raising awareness of human needs issues in the community and seeking collaborative solutions as part of the Beaverton Cares Program.

NEIGHBORHOOD PROGRAM SERVICES

The Neighborhood Program provides a variety of support to the NACs to assist them in achieving their goals, including:

- distributing meeting information to the NAC membership, both electronically and by postal mail;
- providing training and continuing education to NAC leaders, officers, and board members;

- assisting NACs with general marketing and outreach strategies that include printed material (i.e. postcards, fliers, etc.), advertisements, social media, media releases, and outreach to the business community, non-profits, and other organizations;
- guiding NACs through the Neighborhood Matching Grant process to help fund neighborhood based events, projects, and programs;
- assisting NACs in locating information and speakers for their meetings, and
- providing assistance regarding NAC events and activities such as picnics, block parties, and parades.

NEIGHBORHOOD ASSOCIATION COMMITTEES (NACs)

The city's recognized NACs are an important component of the city's efforts to promote public involvement in government. A NAC is a group of people organized within the boundaries of a neighborhood area for the purpose of discussing and resolving a broad range of issues affecting the neighborhood and community, as well as for social activities and other purposes.

Anyone who lives, owns property or a business, or represents a non-profit organization within the boundaries of the NAC is considered a member of the NAC. Membership costs nothing, as NACs do not charge fees for membership (as do homeowner associations).



NACs are recognized at City Hall as the official voice of neighborhoods. NACs provide a forum for neighbors to be involved in decision-making in their neighborhood about

issues such as transportation projects, development, parks and open spaces, policing, and traffic. And, NACs provide an effective way to increase involvement and participation by citizens. NACs play a vital role in:

- providing public forums for discussion and resolution of issues important to the neighborhood and community;
- serving as a voice for the neighborhood in presenting views and testimony before public bodies such as City Council;
- providing consistent channels of communication and accurate and timely flow of information between the city and its citizens, and
- organizing social activities that promote neighborhood identity and cohesion.

NAC LEADERSHIP

The NAC's chair, vice chair, treasurer, recorder, and Beaverton Committee for Citizen Involvement (BCCI) representative make up its leadership team. Each position is responsible for a variety of duties which are described below. NAC leaders are encouraged to use the following information as a guideline to organize its team. If you have questions about any of the responsibilities, please call the Neighborhood Program.

Chair:

- presides over all regular meetings, calls special meetings as deemed necessary, and assigns members to any ad hoc committees;
- leads NAC meetings in a fashion that allows everyone to be heard and encourages participation from all members;

- prepares the agenda for all meetings. Each month's agenda and meeting minutes are due to the Neighborhood Program 15 business days prior to the upcoming meeting or 25 business days for a bulk mailing (postcards);
- serves as the primary contact for his/her NAC for the city to send notices of proposed development projects and other city information. The chair shall be sent all bulletins required by law in order for the chair to stay informed of activities within its NAC;
- communicates regularly with Neighborhood Program staff and is able to receive telephone calls and/or emails pertaining to the NAC during regular business hours in the event city staff, potential developers, or speakers need to discuss NAC business with the chair;
- contacts the Neighborhood Program to inform staff when a meeting has been cancelled, so the necessary steps may be taken to note the cancellation on the city calendar as soon as possible, and
- serves as the NAC's media contact.

Vice Chair:

- fulfills the position of chair in the absence of the NAC chair. When the chair is unavailable, the vice chair shall submit the month's agenda on time for distribution to the NAC membership and lead the NAC meeting;
- takes on other duties if the chair is absent for an extended period of time. Neighborhood Program staff must be advised if the chair will be unavailable for more than one month, so materials can be sent to the vice chair during the chair's absence;
- assists the chair during meetings by serving as a timekeeper and helping facilitate the meetings, and

- greets members arriving at the NAC meetings.

Recorder:

- takes minutes of all regular and special meetings regardless if there is a quorum in order to ensure members not present can learn about NAC discussions. Minutes of all NAC meetings are kept on file at the Neighborhood Program office in order to meet Oregon Public Meeting and Record Laws. The minutes template is available at www.BeavertonOregon.gov/NACResources;
- submits minutes to the Neighborhood Program (preferably via email) 15 business days prior to the upcoming meeting. If the recorder does not have internet access then the minutes need to be mailed to the Neighborhood Program office. Self-addressed and stamped envelopes are available from the Neighborhood Program Office if needed;
- makes sure that everyone attending the meeting signs the sign-in sheet. The sign-in sheet template can be found at www.BeavertonOregon.gov/NACResources;
- submits a sign-in sheet for each meeting to the Neighborhood Program 15 business days prior to the next meeting. Self-addressed stamped envelopes are provided to the chair and recorder to make it easier to mail in documents. The chair and recorder should contact the Neighborhood Program when s/he needs more envelopes, and
- notifies the Neighborhood Program when there has been a change in the board's leadership, general board membership, or when new board members or officers are elected.

Treasurer:

- receives all funds, keeps accurate record of receipts and expenditures, and provides a report of account status to be approved by the NAC membership;
- disburses funds only when they have been authorized according to the NAC's bylaws;
- submits an annual financial report to the association and prepares other reports as required, and
- provides information, as required, to the state or other organizations if the NAC is registered as a non-profit.

Beaverton Committee for Citizen Involvement (BCCI)

Representative :

- attends monthly meetings of the BCCI and represents the NAC at those meetings. The BCCI provides time on their agendas for NAC representatives to discuss any issues, concerns, or needs of the NAC;
- provides a BCCI report at each NAC meeting that includes what was discussed and any follow-up that the BCCI needs from the NAC, and
- fulfills all other duties as required for all BCCI members, including, but not limited to:
 - recommending to City Council, the Planning Commission, and planning staff a program for promoting citizen involvement in city government; monitoring and evaluating citizen involvement programs that City Council may adopt and publicize; and reporting to the City Council on a regular basis through written reports and minutes or attendance at City Council meetings;

- attending all meetings. It is recommended that members have an interest in and familiarity with citywide issues, in general, and land use issues, in particular. All members are expected to be active participants in committee deliberations in a public setting;
- reading all of the materials related to their meetings, some of which can be very long and technical;
- dedicating a few hours of preparation and meeting time for each scheduled meeting, and
- all other duties as outlined in the BCCI's bylaws, which can be found at www.BeavertonOregon.gov/BCCI

MEETING NOTICE INFORMATION

General Information

Providing notice of NAC meetings is an important and easy way to promote and publicize the NACs. Also, NAC meetings are considered public meetings, so minutes are required by the Oregon Public Meetings and Records Laws and the city's NAC code. The NAC code (Chapter 9.06) can be found at www.codepublishing.com/OR/beaverton/.

NAC meeting notices are distributed not just to NAC members. They are also given to the Mayor, City Council, city staff, the media, and staff in other jurisdictions such as Tualatin Valley Fire and Rescue (TVF&R), Tualatin Hills Park and Recreation District (THPRD), and Metro.

A typical meeting notice consists of an agenda, minutes, and a land-use bulletin, and is distributed via electronic or postal mail. Occasionally, NACs will use other types of notices to

publicize their meetings such as flyers, newsletters, and postcards. Staff can mail copies of the meeting minutes to the chair and/or recorder for distribution at the meeting when that month's meeting notice is a bulk mailing.

NAC members, typically the chair, are responsible for providing staff with mailing information, including the agenda, minutes, and text for newsletters, flyers, and postcards. Staff can assist with this; however, staff will not draft meeting notices without information from the NAC.

Timeline Information for Meeting Notices

Meeting notices are either distributed by "**regular**" mail, which means notice is sent only to the NACs' mailing lists; or "**bulk**" mail, which means notice is sent to every residence and business within the NACs' boundaries (and the notices typically are addressed "postal patron"). The majority of meeting notices are distributed as "**regular**" mail; however, the Neighborhood Program budgets for each NAC to distribute two "**bulk**" mailings per fiscal year. There are significant differences between the two types of mail.

- A "regular" mailing is distributed only to the NACs' mailing lists, which are derived from NAC sign-in sheets. NAC mailing lists can range from approximately 150 to over 300 names. A "regular" mailing requires that the meeting information, including the agenda and minutes, be turned into the Neighborhood Program no fewer than 15 business days prior to the meeting. This amount of time allows the city to take advantage of lower mailing costs (currently, sometimes as low as 36 cents per packet) and provides staff with adequate time to format, collate, and distribute the notices or get the material to a vendor for processing.



- A “bulk” mailing is sent to every residence and business within the NACs’ boundaries according to the post office’s carrier routes, which may range from approximately 2,500 to more than 10,000 pieces of mail. Because of their size and procedures associated with third class mail, “bulk” mail information is required to be turned into staff no fewer than 25 business days prior to the meeting or event. Additionally, only postcards can be distributed using “bulk” mail.

NAC Mailing Timeline

January

Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
				25 Bulk Mail – 25 Business Days Prior	24	
15	16	17	18	19	20	21
	23	22	21	20	19	
22	23	24	25	26	27	28
	18	17	16	15 Regular Mail – 15 Business Days Prior	14	
29	30	31				
	13	12				

February

Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.
			1	2	3	4
			11	10	9	
5	6	7	8	9	10	11
	8	7	6	5	4	
12	13	14	15	16	17	18
	3	2	1	NAC Meeting Date		
19	20	21	22	23	24	25
26	27	28				

NAC Agendas

Agendas reflect each individual NAC’s issues and concerns. Agendas tend to be similar; however, they typically provide time for reports from representatives of the Beaverton Police Department, Tualatin Valley Fire & Rescue, and BCCI. Below is a sample agenda for a 1.5 hour meeting:

AGENDA	
7:00 – 7:05 Introductions/Welcome
7:05 – 7:10 Approval of Minutes
7:10 – 7:20 TVF&R Report
7:20 – 7:30 Police Report
7:30 – 7:40 BCCI Report
7:40 – 8:00 Speaker
8:00 – 8:15 Old Business
8:15 – 8:30 New Business (Public comment period for suggestions, issues, opportunities, etc.)
8:30 Adjourn

Meeting Minutes

NAC meetings are considered public meetings; therefore, minutes need to be taken at the meetings and made available to the public. It is important to submit meeting minutes regardless if there is a quorum at the NAC meeting in order to keep with the spirit of community involvement. Meeting minutes are considered the public record of the NACs’ discussions and decisions. The timeline for receiving minutes from the NACs is the same as receiving the agendas- **no fewer than 15 business days prior to the next meeting.** A meeting minute template is available on the city of Beaverton’s

Neighborhood Program Web site:

www.BeavertonOregon.gov/NACResources. At a minimum, NAC meeting minutes should include the following:

- Name of the organization,
- Type of meeting (regular, board, special, etc.),
- Date, time, and place of the meeting,
- Names and titles of attendees, including officers and board members (Including all attendees in the minutes is not necessary if everyone has completed the sign-in sheet.),
- Notation of whether or not there was a quorum,
- Notation as to the reading and approval of minutes,
- Record of the reports by officers and committees,
- Record of all motions, except those withdrawn, including name of the individual who made the motion, who seconded the motion, and how people voted including any opposition to the motion,
- Record of all other motions including their disposition,
- Record of all votes taken,
- Time and type of adjournment, and
- Signature of the recorder.



Sign-In Sheets

Again, NAC meetings are public meetings, so they are required to keep a record of the meeting attendees. The city is required to have the **original** sign-in sheet on file. Also, staff updates the NAC mailing lists using the sign-in sheets. Occasionally, various individuals and organizations request copies of NAC sign-in sheets. A sign-in sheet template is available on the city

of Beaverton's Neighborhood Program Web site:
www.BeavertonOregon.gov/NACResources

The sign-in sheet should have the following items:

- Sign-in sheets should be legible, and include the names of everyone in attendance (including guests);

Treasury Information

All NACs have accounts to hold the monies they receive from fundraisers and donations. The following are recommendations for NACs to utilize to keep accurate bookkeeping information.



- NACs are responsible for opening and maintaining their own checking accounts. If necessary, staff can provide a letter to the financial institution verifying the NAC's status.
- NACs should have at least two signers on the NAC's account as a precautionary policy in the event the primary signer is unavailable. However, people who are authorized to sign checks should not be related.
- NACs should have the bank statement sent to a NAC officer other than the person who keeps the check book. In addition, NAC officers should not have independent authority to spend the NAC's money without the approval of the board.
- NACs should implement a financial review process in which NAC officers or board members other than the check book custodian reviews invoices to confirm that goods and services are ordered or received before payments are made.
- NAC board members or officers should regularly review the financial activities of the NAC's account.

OREGON PUBLIC MEETING AND RECORD LAWS AT A GLANCE

It is important that NACs, and particularly their leadership, are aware that under city code, they are required to adhere to the Oregon Public Meeting and Record Laws. The public meeting and record laws require that all organizations are engaged in doing the public's business to ensure that the public has access to meetings and information about what takes place in those meetings. The city of Beaverton's code pertaining to the NACs (BC 9.06.020-C.1.c) requires that the NACs adhere to the State's meeting and record laws.

With respect to NAC meetings, the members (and general public) must be notified in advance of each meeting. This can be accomplished through timely distribution of NAC meeting materials. Additionally, NAC meeting dates are published in the *Your City, Beaverton Valley Times*, and *Oregonian*, and on the city's Web site. Finally, NAC meetings must be held in places that are ADA accessible.

All decisions made by the NAC shall be a majority vote of the duly constituted board. It is highly recommended that NACs include items on their agendas prior to decisions, motions, and policy recommendations in order to allow the general membership an opportunity to be involved in the discussion. A good example of this would include any Land Use decisions that the NAC votes to take a position on. This would not include routine day-to-day decisions that are within the scope of authority of the general membership or board. An example of a routine day-to-day decision would be the board voting to form a subcommittee to plan an upcoming NAC event.

Oregon Public Meeting and Record Laws also cover such issues as quorum, meeting minutes, and voting. For more

information, go to www.doj.state.or.us or contact staff at 503-526-2543.

For more information about the city's NAC code (Chapter 9.06), go to www.CodePublishing.com/or/Beaverton or contact city staff at 503-526-2543.

Ethics

Oregon law (ORS 260.432) imposes restrictions on political campaigning by public employees. Public employees may not use their work time to support or oppose measures, candidates, recalls, political committees or petitions. A public employee may be found in violation even though they used a minimal amount of work time.

All non-elected public employees are covered by this restriction; however, elected officials are not considered public employees for the purposes of ORS 260.432. An elected official may engage in political activity during work time. An elected official may give political presentations and speeches, so long as no public employee work time is utilized. ORS 260.432 applies to elected officials only insofar as they are prohibited from directing non-elected public employees to engage in political activities.

ORS 260.452 applies to appointed board and commission members when they are acting in their official capacity. Appointed board or commission members are acting in their official capacity when, for example, they are at a meeting of the board or commission, working on a duty assigned by the board or commission, working on official publications for the board or commission, or when appearing at an event in an official capacity.

GENERAL TIPS FOR CONDUCTING MEETINGS

In the Meeting

Introductions

Never assume that people know each other. Attending a NAC meeting for the first time can be intimidating, especially if everyone else present knows each other. This may be even truer when there is a consistent group of people who typically attend meetings. Be sure to ask people to introduce themselves. If there is a large group, have just the new folks or “first timers” introduce themselves.

Time

Make every effort to start and end meetings on time. Everyone’s time is valuable. Starting late penalizes the members who show up on time. Finishing late can frustrate members and decrease their interest in participating. Try to keep meetings to 1.5 hours long or less if possible.

Seating

Seating is important and can really influence whether or not members participate. Is the seating comfortable? Can everyone see and hear? Are the chairs set up in a circle or lecture style?

Materials

Make sure that materials needed for a productive discussion are received by members prior to the meeting. Reading/reviewing materials at a meeting makes it difficult to participate fully.

Meeting Facilitation Tips

NAC chairs are responsible for facilitating NAC meetings. The following are some of the skills a facilitator should possess in order to be most effective:

- Accurately listen to and remember behavior and conversation,
- Communicate clearly,
- Analyze and synthesize issues,
- Identify similarities and differences among statements,
- Understand multiple perspectives,
- Provide feedback without creating a negative atmosphere,
- Provide support and encouragement,
- Accept feedback without reacting defensively,
- Diagnose and intervene on ineffective behavior, and
- Lead by example – model positive and productive behavior

Handling Specific Issues During Meetings

Neutrality

Your role is to increase the NAC's effectiveness and promote members' full participation by maintaining the process or rules by which the meetings are run. NAC chairs need to be careful to act and speak in a neutral manner to encourage full participation from the group. What you do is think about what is best for the whole group. Typically, the NAC chair does not express her or his opinions on an issue, does not make decisions on issues, and votes only to break a tie.

Common pitfalls:

- Perception: The chair represents one side of an issue.
Solution: Maintain neutrality, and if you can't then let someone else chair that portion of the meeting.
- Perception: The process is more favorable to one group/side.
Solution: Ensure all points of view are being acknowledged by saying; "Are there any other comments

or questions?” Also, ensure all members have access to written materials.

Ensuring Full Participation

In order for the NAC to be most effective, there needs to be full participation from the group. Multiple perspectives and opinions can help NAC members to brainstorm better solutions to issues. Moreover, active participation from many members may demonstrate a sense of comfort and community that reflects positively on the whole neighborhood.

Common pitfalls:

- Issue: A few members monopolize the discussion.
Solution: Tell the group you would like to hear from everyone at least once before hearing from others a second (or third) time; thank the vocal members and let him/her know that you would like to hear from some others.
- Issue: Many members do not contribute to the discussion.
Solution: Encourage members who have not contributed by asking them directly, “Sarah, what do you think?” or make a general statement, “There are a number of you who have not said anything. Does anyone else have any thoughts on this issue?”
- Issue: Members do not have information/knowledge about the issue or topic.
Solution: Ensure that members receive information prior to the meeting (It’s difficult to discuss an issue when the information is received at the meeting.), and summarize the issue at the beginning of the meeting.

Controlling the Discussion

Most NACs have many issues to discuss at their meetings. It can be a challenge to keep members focused on a particular

issue. On the other hand, it can be just as challenging to know when to end discussion and move onto another issue.

Common pitfalls:

- Issue: Wandering away from the issues.
Solution: You could say to the person, “I am not sure I understand. Can you explain how this relates to the topic/issues?” or you could thank the person and move onto the next comment.
- Issue: A subject is being discussed for too long and members are getting restless.
Solution: Summarize frequently and ask members if they have any additional comments, watch and listen for signs that the group is in agreement to end discussion, or suggest that the issue be broken into smaller pieces for discussion or be tabled for another meeting.
- Issue: The discussion is very heated and tense.
Solution: Use neutral language to reframe a participant’s suggestion or comment; when a member makes claims about an issue, ask her/him to back up their claims – “Do you have evidence of that?”, ask how many other members feel “this way;” suggest a break, or table the issue for another meeting.
- Remember – use your Recorder! Have the Recorder read back from the minutes to refresh members on what is being discussed.

Voting

Voting can be useful in establishing how a NAC stands on a particular issue.

Common pitfalls:

- Issue: Voting on a contentious issue can divide the NAC.



Solution: Ask members how they feel about voting on the issue.

- Issue: Voting procedures are not clear to the members.
Solution: Make sure by-laws and other rules governing voting are clear and understood by everyone.

ONE LAST TIP

REFER TO THE GROUP! Always be sure to ask the group how it feels and what it wants to do. It is important to give them the opportunity to weigh in on issues, whether they are substantive or process oriented. This can be very helpful to you, too. When discussions become muddled, tense, or go on for too long, you can refer back to previous decisions made by the group by saying, "Remember when the group voted on that?" or "Didn't I hear that the group wanted to move onto another issue?" By doing this, you acknowledge the group's power of decision making, strengthen your role as chair (and their support of you as chair), and develop a clear picture of where the group stands on various issues.

Here is an overview of procedural items for Neighborhood Review Meetings. Please keep in mind that the Development Code, Chapter 50.30, includes much more detailed information that all NAC Officers should review. The following information is only meant as an overview.

- The applicant will select the meeting time and place according to the preference indicated by the relevant NAC. Preference will be given to a regularly scheduled meeting time of the NAC in which the project is located. The starting time selected shall be limited to a weekday evening after 6 p.m. or a weekend at any reasonable time and shall not occur on a National Holiday.
- The applicant shall not be required to hold more than one Neighborhood Review Meeting provided such meeting is held within six-months prior to submitting an application. There are exceptions to this that are listed in Chapter 50.30 of the Development Code.
- The applicant will send by regular mail a written notice announcing the Neighborhood Review Meeting to: the Community & Economic Development Director, property owners within 500 feet of the subject property and to representatives (NAC Chair/s) of all NACs whose boundaries are within 500 feet of the subject property.
- Not less than 20 calendar days prior to the Neighborhood Review Meeting, the applicant will post a notice on the property which is the subject of the proposed application.
- At the Neighborhood Review Meeting, the applicant shall describe the proposed application to persons in attendance. The attendees may identify any issues that they believe should be addressed in the proposed application and recommend that those issues be submitted for city consideration and analysis.

- At the Neighborhood Review Meeting the applicant will take notes of the discussion on the proposed application. After the meeting and before submitting an application to the city, the applicant will send a copy of the meeting notes to the Chairperson of the NAC in which the proposed project is to be located by certified mail.
 - When Neighborhood Review Meetings take place during a regularly scheduled NAC meeting the NAC's Recorder must also take meeting minutes as they normally do and submit them to the Neighborhood Office. The applicant's minutes do not substitute for the NAC's own meeting minutes.
- Applicants are required to submit a number of documents after the Neighborhood Review Meeting when they submit their application. It is important that the NACs turn in their sign-in sheet and meeting minutes to the Neighborhood Program Office within a week after the meeting as is normally done for a regular NAC meeting. Applicants sometimes request that information from the Neighborhood Program Office after the Neighborhood Review Meeting.



What should the NAC Chair do with public notices as he or she receives them whether or not a Neighborhood Review Meeting is required?

Once the NAC Chair is elected his or her name is included in the mailing list for public notices that are generated from the Community & Economic Development Department (CEDD). The notices may include proposals that have been submitted to the city for development review, annexation to the city, Development Code Text Amendments, Land Use Map and

Zoning Map Amendments, and Comprehensive Plan Amendments. All recent notices can also be found on the Web at www.BeavertonOregon.gov/DevelopmentProjects.

Once the Chair receives the notices he or she should read it and take note of the date for any Public Hearings coming up as well as the due date for comments to be included in the staff report. If both or one of those dates come after the NAC's next meeting the item should be discussed or at least announced at the meeting.

NAC Reimbursements of Appeals:

The following is the process by which a Neighborhood Association Committee (NAC) may apply for reimbursement of an appeal.

- A. Each NAC is eligible to apply for reimbursement for one appeal per fiscal year for a city land use decision or Traffic Commission decision to the City Council, Planning Commission, or Board of Design Review (Merged with the Planning Commission in April 2010). NACs may only apply for reimbursement regarding decisions within their NACs' boundaries. NACs may appeal a land use or traffic decision within another NAC or jurisdiction, but the fee would be the NAC's responsibility. In order to be eligible for reimbursement, a NAC must meet the following criteria:
1. holds at least one public meeting as to the potential of an appeal and request for appeal fee reimbursement from the city;
 2. notifies NAC membership no fewer than five business days of the meeting;
 3. conducts meetings according to Oregon public meetings law and Oregon public records law, and
 4. votes according to procedures and requirements in the NAC's bylaws.

- B. The NAC's written appeal reimbursement request needs to meet the following criteria:
1. contains the appeal fee, and
 2. includes the meeting minutes in which the NAC voted to appeal a decision and request reimbursement.
- C. Whether or not a NAC is reimbursed the appeal fee has no impact on the decision of any board or commission.

* For additional information on the reimbursement process, please review the city's NAC code (Title 9.05 Neighborhood Associations). The code may be found on the Web at: (www.CodePublishing.com/or/Beaverton) or a copy may be sent to you by calling the Neighborhood Program at 503-526-2543.

NAC Outreach & Marketing

Media Relationships:

The news media has the important function of informing the public about city and NAC activities. In doing so, it provides a valuable communications link with the community. It is



important to maintain a cooperative and open relationship with the media without violating privacy and other citizen rights. Most local media outlets receive NAC mailings, so they may be interested in NAC issues and projects. Typically, the NAC chair is

the contact person for the NAC and that is the person the media will contact.

Media Release Assistance for Your NAC:

If you would like the Neighborhood Program to help you create and send a media release for your NAC to publicize an upcoming event, project, or program contact the Neighborhood Program at 503-526-2543 or send an email to neighbormail@BeavertonOregon.gov. You can find all city of

Beaverton Media Releases at
www.BeavertonOregon.gov/PressRoom.

“Your City” Newsletter – Neighborhood Notes page:

The “Your City” newsletter, published and distributed by the city of Beaverton bimonthly, includes a page called “Neighborhood Notes.” This page is available to the Neighborhood Program and the NACs to publicize upcoming events, meetings, programs, and projects. Space is limited on the page so submissions should be succinct and photos are encouraged. You can find photo release forms on the NAC Resources page located at www.BeavertonOregon.gov/NACResources. Photo release forms are required for up close photos of people. Proposed submissions are due one month prior to the release date of the issue. Due to limited space, the Neighborhood Program does not guarantee that all submissions will be included. If you have questions or want to submit material for the Neighborhood Notes call 503-526-2543 or send an email to neighbormail@BeavertonOregon.gov.



Communicating with Businesses – Chamber of Commerce Contact List Sorted by NAC:



The Neighborhood Program has an updated list of businesses in Beaverton sorted by NAC who are members of the Beaverton Chamber of Commerce (www.Beaverton.org). The list is used by the Neighborhood Program regularly to get the word out about upcoming events and opportunities. It is also available to the NACs to do further outreach so contact the Neighborhood Program if you would like to obtain a copy for your NAC.

Social Media – NAC Facebook Pages:

Each NAC has an established Facebook page. Below is the Web site address for each. Each NAC should have one or more volunteers administer the page. The Neighborhood Program is also an administrator of the pages and can add people as needed. Anyone who wants to administer the page will need their own Facebook page and then “like” their NAC page. Once that is done they can be added as an administrator.



www.Facebook.com/CentralBeavertonNeighborhood

www.Facebook.com/DenneyWhitfordRaleighWestNeighborhood

www.Facebook.com/FiveOaksTripleCreekNeighborhood

www.Facebook.com/GreenwayNeighborhood

www.Facebook.com/HighlandNeighborhood

www.Facebook.com/SWBeavertonNeighbors (Includes the Neighbors SW NAC and Sexton Mountain NAC)

www.Facebook.com/SouthBeavertonNeighborhood

www.Facebook.com/VoseNeighborhood

www.Facebook.com/WestBeavertonNeighborhood

www.Facebook.com/WestSlopeNeighborhood

Some tips for using Facebook:

- Post something at least twice a week or more often if possible. Some simple ideas for what to post include:
 - Information about upcoming NAC meetings including any “hot” topics on the agenda and where to find the agenda packet on the web
 - Alerts about new businesses
 - Upcoming events such as yard sales, NAC events, city events, etc.
 - Alerts about road closures, new development, crime reports, etc.
- Include a call to action – Ask those who like your page to comment, like, or share posts about a topic. Asking for some kind of input from users will garner more comments.
- Get to the point – Don’t use long winded posts, but rather be succinct. If you asking a question only include one question

in each post. Include the question prior to any links to Web sites.

- Ask for short responses to questions – Users don't like to write too much in their responses.
- Pin the important posts – Administrators can pin one post on the page that gives it higher prominence. This will boost likes and comments.
- Keep a casual, yet appropriate tone – It is important to have a conversational tone rather than being too formal. Facebook users expect to interact with "friends."
- Picture your success – Facebook users love to look at and engage with photos. Post interesting images whenever possible. People are more likely to stop and examine a post if there's a striking image attached to it.

Guest Speaker Resource List:

The Neighborhood Program, with assistance from the Beaverton Committee for Citizen Involvement (BCCI), maintains a list of possible guest speakers for NAC meetings called the "Speaker Resource List." If your NAC is looking for guest speakers take a look at the list. You can find it on the Beaverton NAC Resources Web page located at www.BeavertonOregon.gov/NACResources. In addition, if you have ideas for speakers to add to the list please contact the Neighborhood Program so that the information can be added.

NEIGHBORHOOD MATCHING FUND GRANT PROGRAM

The Neighborhood Matching Grant Fund was established in 1995 by the city of Beaverton to foster partnerships between the city and its NACs. Through an application process, qualifying NACs will receive dollar for dollar matching funds for specific projects. A brochure, catalog of ideas, and application is available on the



Web at www.BeavertonOregon.gov/NacGrant.

Some things to keep in mind about the Matching Fund Program include:

- These grants are based upon reimbursements after the projects are completed. Applicants must keep receipts for purchases and track the total amount of match through the completion of the projects and then submit them at the conclusion of the projects to receive reimbursement.
- The NAC requesting these funds must meet a matching challenge that is equal to or greater than the value of the amount requested. For example, if \$1,000 is requested from the city, then at least \$1,000 of match must be proposed and provided when the application is approved.
 - Match may come in the form of volunteer labor (\$21.79 per hour as of 2011 according to the Independent Sector, which is the latest information available for 2013), donated professional services, donated materials and supplies, and/or cash.
- Applications are received throughout the year at any time, but are reviewed and either approved, approved with conditions, or denied three times each year. The deadlines for applications each year occur on the last Friday of the months of July, November, and February. The application process includes:
 - Ideas are presented at a NAC meeting. If the NAC's board agrees to support the idea it can move forward to the next step.
 - Complete an application form, which includes gaining site control, developing the scope of the

project, researching the regulations, determining the resources that are needed, and developing a budget (revenue, expenses, & match).

- Submit the application to the Neighborhood Program Office before one of the three annual application deadlines.
- Be sure to work with the NAC sponsoring the proposal and keep the NAC board in the loop throughout the completion of the project.
- All approved projects must be completed within the Fiscal Year that application is made. For Fiscal Year 2012-13 all projects must be completed and all receipts must be turned in by Friday, June 14, 2013 for reimbursement.

Photo Release Form:

One condition of approval for all Matching Fund Applications is the requirement that applicants take digital photos of the projects and submit them to the Neighborhood Program Office. The photos are used in a variety of ways including the "Your City" newsletter to let the community know about the NAC's accomplishments, marketing material for the Matching Fund Program, and individual NAC Web sites.

If you take photos of people in the community close enough that they are recognizable, we must have the people in the photos sign a Photo Release Form or we can't use them. Photos of groups of people at events at a distance are usually just fine. As long as you aren't able to recognize specific people in the photos. You can find copies of the photo release form on the NAC Resources page located at www.BeavertonOregon.gov/NACResources or contact the Neighborhood Program at 503-526-2543.

ADDITIONAL RESOURCES

Web sites

- 🔗 **City of Beaverton:** www.BeavertonOregon.gov
- 🔗 **City of Beaverton Neighborhood Program:**
www.BeavertonOregon.gov/Neighborhoods
- 🔗 **City of Beaverton Report a Problem:**
<https://apps.BeavertonOregon.gov/Secure/ReportProblem>
- 🔗 **City of Beaverton “Notify Me” Email Subscriptions:**
www.BeavertonOregon.gov/List.aspx
- 🔗 **City of Beaverton Web Calendar:**
www.BeavertonOregon.gov/Calendar.aspx
- 🔗 **NAC Resource Page** (Includes Land Use Handbook, Land Use Training Video, NAC Leadership Handbook, NAC Meeting Templates including the Sign-In Sheet & Minutes, Speaker Resource List, NAC Meeting Checklist, and many other resources):
www.BeavertonOregon.gov/NACResources
- 🔗 **City of Beaverton NAC Code – Chapter 9.06.010 - .040 of City of Beaverton Municipal Code:**
www.CodePublishing.com/or/Beaverton
- 🔗 **City of Beaverton Maps:**
www.BeavertonOregon.gov/Maps
- 🔗 **Department of Justice, State of Oregon (Information on public meetings and records laws):**
www.doj.state.or.us
- 🔗 **Robert’s Rules of Order:**
www.robertsrules.com
- 🔗 **Parliamentary Procedure:**
<http://parliamentarians.org>

Phone Numbers

 City of Beaverton Main Office	503-526-2222
 Police Non-Emergency	503-629-0111
 Community & Economic Development:	503-526-2493
 Mayor's Hotline:	503-526-3700
 Neighborhood Program:	503-526-2543
 Public Works/Operations Department:	503-526-2340
 Dispute Resolution Center:	503-526-2523
 Municipal Code Services:	503-526-2270
 Recycling & Garbage:	503-526-2665

PARLIAMENTARY PROCEDURES

Parliamentary Procedures At A Glance

To Do This: (1)	You Say This:	May You Interrupt Speaker?	Must You Be Seconded?	Is the Motion Debatable?	Is the Motion Amendable?	What Vote Is Required?
Adjourn the meeting (before all business is complete)	"I move that we adjourn."	May not interrupt speaker	Must be seconded	Not debatable	Not amendable	Majority vote
Recess the meeting	"I move that we recess until..."	May not interrupt speaker	Must be seconded	Not debatable	Amendable	Majority vote
Complain about noise, room temperature, etc.	"Point of privilege."	May interrupt speaker	No second needed	Not debatable (2)	Not amendable	None (3)
Suspend further consideration of something	"I move we table it."	May not interrupt speaker	Must be seconded	Not debatable	Not amendable	Majority vote
End debate	"I move the previous question."	May not interrupt speaker	Must be seconded	Not debatable	Not amendable	Two-thirds vote
Postpone consideration of something	"I move we postpone this matter until..."	May not interrupt speaker	Must be seconded	Debatable	Amendable	Majority vote
Have something studied further	"I move we refer this matter to a committee."	May not interrupt speaker	Must be seconded	Debatable	Amendable	Majority vote
Amend a motion	"I move that this motion be amended by..."	May not interrupt speaker	Must be seconded	Debatable	Amendable	Majority vote
Introduce business (a primary motion)	"I move that..."	May not interrupt speaker	Must be seconded	Debatable	Amendable	Majority vote

Notes

1. These motions or points are listed in established order of precedence. When any one of them is pending, you may not introduce another that's listed below it. But you may introduce another that's listed above it.
2. In this case, any resulting motion is debatable.
3. Chair decides.

Parliamentary Procedures At A Glance (continued)

To Do This: (4)	You Say This:	May You Interrupt Speaker?	Must You Be Seconded?	Is the Motion Debatable?	Is the Motion Amendable?	What Vote Is Required?
Object to procedure or to a personal affront	"Point of order."	May interrupt the speaker	No second needed	Not debatable	Not amendable	None (3)
Request information	"Point of information."	If urgent, may interrupt speaker	No second needed	Not debatable	Not amendable	None
Ask for a vote by actual count to verify a voice count	"I call for a division of the house."	May not interrupt speaker (5)	No second needed	Not debatable	Not amendable	None unless someone objects (6)
Object to considering some undiplomatic or improper matter	"I object to consideration of this question."	May interrupt speaker	No second needed	Not debatable	Not amendable	Two-thirds vote required
Take up a matter previously tabled	"I move we take from the table..."	May not interrupt speaker	Must be seconded	Not debatable	Not amendable	Majority required
Reconsider something already disposed of	"I move we now (or later) reconsider our action relative to..."	May interrupt speaker	Must be seconded	Debatable if original motion is debatable	Not amendable	Majority required
Consider something out of its scheduled order	"I move we suspend the rules and consider..."	May not interrupt speaker	Must be seconded	Not debatable	Not amendable	Two-thirds vote required
Vote on a ruling by the chair	"I appeal the chair's decision."	May interrupt speaker	Must be seconded	Debatable	Not amendable	Majority in the negative required to reverse chair's decision

Notes

- The motions, points and proposals have no established order of precedence. Any of the above may be brought forward at any time, including during the top three matters listed in the chart (motion to adjourn, motion to recess, point of privilege).
- Then majority vote is required.

CONTACT INFORMATION

Neighborhood Program
City of Beaverton Mayor's Office

PO Box 4755

Beaverton, OR 97076-4755

503-526-2543

NeighborMail@BeavertonOregon.gov

www.BeavertonOregon.gov/Neighborhoods



Scan to go directly to the Neighborhood Program Web pages!



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