



within REACH

A REACH Community Development newsletter

Pink Martini:

First Fundfest Puts the Fun in Fundraising



Above. REACH staff Erin Singer (left) and Erin Kelley and, below, Pink Martini staff Marissa Barela and friend enjoying the music.



"We're here to put the fun back in Fundraising!" said band leader Thomas Lauderdale, to a packed Crystal Ballroom, as he launched Pink Martini's first Annual FundFest. The crowd responded with enthusiastic cheers that continued throughout an evening of great music. The FundFest was created by the members of Pink Martini with a goal to raise \$80,000 for local causes. They donated the proceeds from their performances held April 18th-21st at McMenamins' Crystal Ballroom, to four local nonprofits, including REACH.

REACH's benefit evening on April 19th marked several milestones for us. We had the greatest number of attendees (approximately 1,000) for any REACH fundraiser. In addition to welcoming many old friends to the event, we introduced many new people to the great work we do. For us the event launched a new way to raise money.

Pink Martini's music has a broad appeal to all ages. The 12-piece band includes a versatile percussion section, trombone, trumpet, violin, guitar and harp. Many of the songs are composed by pianist Thomas Lauderdale, or lead vocalist China Forbes. Together the band weaves an eclectic mix of French bistro, Latin jazz and classical music that inspires audiences to clap, stomp or dance.

"You know it's a good REACH fundraiser when



REACH staff Kay Hutchinson with Pink Martini band leader Thomas Lauderdale.

Kay is smiling, relaxed, and enjoying herself," said Kate Allen, Director of Enterprise in Portland. "We work so hard and deserve to have this much fun."

Band members chose the recipient organizations, with the total profits shared equally among Oregon Public Broadcasting, REACH, Children's Cancer Association and the ALS Foundation. As a result of near sell-out performances each night, REACH received over \$21,000 for our Youth\$ave Program.

More photos and story on page 5

Taft Celebrates Turning 100

On May 10th the Taft celebrated its 100th anniversary. Mayor Tom Potter, State Senator Ginny



Violet Smith, a Taft resident for over 44 years, accepted honors at the party.



The Taft, formerly the Hotel Ramapo, in the early 1900s. Photo from the Oregon Historical Society.

Burdick, Dr. Michael Deshane, CEO of Concepts in Community Living and Susan Emmons, Executive Director of Northwest Pilot Project, joined residents and REACH staff for a festive afternoon. Violet Smith, who has lived at the Taft for 44 years and is the oldest resident at 86, was crowned with a tiara for her honorary status. The Taft, located in downtown Portland, has 80 furnished studio apartments for people with special needs.

Originally named the Ramapo Hotel, it has changed its name three times since opening in 1906. The building was designed by Edgar M. Lazarus, who was also the architect for the Vista House on the Columbia River Gorge. REACH has owned the Taft since 1987. Concepts in Community Living began managing the building and providing services for residents in 2002.

from our **DIRECTOR**

“Most city diversity is the creation of incredible numbers of different people and different private organizations, with vastly differing ideas and purposes...”

— Jane Jacobs
1916–2006

I have been preparing for my sabbatical by reading and re-reading some of the classic books on housing and urban development. I’m doing this to get ready for the fall when I plan to teach an affordable housing class at Portland State University. The last time I read much of this material was when I was in my early 20s and just embarking on the field of urban planning. Then, I found the ideas and concepts exciting. Today, I am astounded at how relevant these books still are, and how much more work we need to do if we are to make cities successful, both economically and socially.

One of the books I’ve been re-reading is Jane Jacobs’s landmark book, *The Death and Life of Great American Cities*. Her recent passing marks the death of a great urban critic; someone we can still learn from now. Ms. Jacobs purported that for cities to work, they needed to have a mix of mutual supporting uses; the denser, the better. She pointed out that some of the most successful urban areas were not those that were high-cost, sterile and uniform, but those that served the working class, with a mix of uses and plenty of activity.

As Portland takes on the planning and redevelopment of our city’s neighborhoods, both old and new, it is easy to be impressed with the glimmer of the new buildings and almost daily changes in the landscape. But we need to look beyond the luster and ask, in the spirit of Jane Jacobs, will these new neighborhoods reflect the kind of city we want? Will they have a finely grained mix of uses that serve a range of people and businesses? Will they provide the services and community amenities that people of all incomes can access? Will their success come at the cost of other areas?

We can learn much from studying our past mistakes and successes. Every once in a while it is a good idea to get out of the daily hubbub and, as Marty Linsky says in his book, *Leadership on the Line*, go to the balcony to gain a new perspective.



REACH Executive Director Dee Walsh (left) passing the baton to Cathey Briggs

I’m leaving for that balcony in July, and plan to return next January, hopefully bringing with me a fresh perspective and new ideas. Until then, when the opportunity arises, please weigh in on these important issues. Let’s create communities that Jane would be proud of, and put Portland on the map as a city whose redevelopment has a place for everyone.

A REACH Moment by Dee Walsh

Recently, I was going to a meeting in a building downtown and needed to sign-in with the security desk. Upon signing my name the security guard told me, “I love REACH.” I wasn’t sure I heard her correctly and asked to repeat what she said. “I love REACH.”

She told me that she had lived at the Ritzdorf (Ritzdorf Court is our building for the formerly homeless). The following evening she was planning to take her mother to the Pink Martini benefit concert.

I was so impressed. Here is a young woman who had been homeless. Now she has a decent job and is in a position to give back to REACH. It was a great REACH moment.

Meet Cathey Briggs

Beginning July 1, 2006, Cathey Briggs will become Interim Executive Director at REACH while Dee Walsh leaves for a six month sabbatical.

Cathey Briggs is no stranger to REACH. For many years Cathey was active with the Hosford Abernethy Neighborhood Development Association (HAND), part of REACH’s historical service area. She served on the REACH Board of Directors, and as President of the Board in the early 1990s. Since then, she has been a regular supporter of REACH and attendee at REACH events.

Cathey’s background and skills made her the Board’s top choice for filling in while Dee is gone. Cathey holds a Masters degree in Urban Planning and has over 20 years of experience with housing planning, policy and development in the public and private sectors. Since 2001, Cathey has been a consultant for the nonprofit technical assistance agency, TACS. In this role, Cathey has filled a variety of “interim executive director” jobs for several nonprofit agencies. She has also done consulting work for the Housing Authority of Portland, Oregon Coast Aquarium and Oregon Food Bank.

Cathey is looking forward to her time at REACH. “I’m thrilled to be able to step into the Interim Director role at REACH, an organization that I have been proud to be a part of—as a board member and as a supporter—for close to 20 years. I’m glad that I can play a supporting role to Dee and to REACH during Dee’s highly deserved sabbatical.”

Department Feature

The Maintenance Team: Ready for Growth

When Bill Lynch was hired as the Facilities Manager for REACH's properties in August 2001, he quickly saw ways to fine tune the challenge of maintaining 450 units at 70 properties*. The resulting changes increased the control and consistency of maintenance operations. He standardized equipment, purchasing and procedures. The number of suppliers was reduced to about 25 vendors, simplifying product procurement, saving on volume purchases or receiving discounts. Now all of the 10 maintenance technicians install the same brand of electrical switches and paint the same color for interior walls. The results are a more efficient use of time and the way supplies are used. Money is spent more effectively and efficiently.

These systems have become pivotal as REACH has grown to managing 804 units in 113 buildings* ranging from the new 14-story Station Place Tower to single family homes from the Victorian era.

With budget efficiencies in mind for upkeep of the older buildings, a preventative maintenance program was launched to replace major housing systems—furnaces, hot water heaters, windows and roofs. The roof and window replacement program will continue for a few more years; water heaters are replaced on a 15-year cycle. The schedule and budget allows replacement of 2 furnaces a year.

The major change in the last two years has been to add a janitorial position to do all the turnovers. This allows a thorough job preparing homes for new residents that coordinates better with the maintenance and lease up schedules. In the past, REACH had hired a cleaning service to do the work.

A smooth, efficient operation is not possible without the right people for the job. "One of our biggest assets is our great staff," said Bill, who with Maintenance Supervisor Jim Sparks, has assembled a team of reliable and dedicated professionals. "They interact well and are willing to help with each other out." Hiring quality people with broad maintenance experience makes a big difference. Most maintenance technicians



Maintenance team: (from top left): Bill Lynch, Dennis Carter, Matt Rudy, Jim Robertson, Steve Dorner, Dan Gossman, Matt Beckett, Ron Beileil; (from bottom left) Rick Valentine, Mark Patton, & Jim Sparks. Not pictured: Gary Wharton

come to REACH with at least 3-5 years experience from the multi-family housing field. In addition to Bill there are 4 maintenance technicians that have been with REACH for 5 years or more. All of the technicians know the tenant-landlord law and are respectful and professional with residents. Special qualities that make good team work include a willingness to respond to direction and to take on new challenges.

Good communication is an important part of daily operations. Combination walkie-talkie/cell phones allow techs scattered geographically to communicate with each other and coordinate projects or supply runs. All maintenance staff meets once a month.

As Bill and Jim consider the impact on maintenance of adding 1,000 more units to their roster, they know the systems and staff are in place. Their challenge will be to continue finding more people with the "right stuff."

* REACH owns but does not manage the Taft, 12th Avenue Terrace and 20th & Powell.

REACH CLOSET WISH LIST

Food is the most urgent need.

Other needs include pots and pans, cooking utensils, cleaning supplies, toiletries, and towels.

Call Rosanne Marmor,
503-231-0682 x135

staff & board TRANSITIONS

February 1 – April 30, 2006

NEW FACES:

Jamie Barton, Manager Rose Apartments and Prescott Place; **Matthew Beckett**, Maintenance Technician; **LaTasha Kerr**, Building Monitor, Dresden; **Marjorie Poon**, Subsidiaries Bookkeeper; **Hazel Schneider**, Resident Services, Station Place Tower
Transferred: **Marnee Zaman**, from the Rose Bldg. Mgr. to Assist. Mgr. Station Place

ANNIVERSARIES: **Laura Blades**, February 2005; **Joan Cook**, April 1992; **Linda Davidson**, April 1985; **Dan Gossman**, April 2001; **Anastasia Howard**, February 2001; **Kelly Parham**, April 2005; **Don Price**, March 2005; **Stephan Ray**, March 1998; **Jim Robertson**, February 2003; **Matt Rudy**, February 2004; **Margaret Tigner**, April 2001

FAREWELL TO STAFF: Marney Hardy **BOARD COMMITTEE:** Jeffrey Weitz

BOARD: Joyce Campbell, Raina Beavers Evans

project **UPDATES**



Students from Oregon Tradewomen, Inc. installed railings for Mr. Halverson (right) a Portsmouth neighborhood resident.

COMMUNITY BUILDERS

First Year of City-wide Community Builders Program (CBP)

Spring 2006 marks almost a year of the CBP serving senior and disabled homeowners city-wide. The program expansion has gone extremely well. CBP has received over 200 applications since July and, for the first time in its history, has a wait list. To keep up with the demand, staff is conducting 4-6 site inspections per week. "Based on the first three quarters of this year (see chart below), we anticipate exceeding our goals to serve 150 homeowners," said Mike Masat, CBP Program Manager. "The program's success is due to the collaboration of volunteers, donors, contractors, community partners and staff. Thanks for making this transition so successful!"

Demographics for Community Builders Recipients July 2005-March 2006

Total households served. . . 133

Average age of recipient. . . 71

Average income. \$14,972

Race/ethnicity:

Black/African American. . . 15%

Asian. 4%

American Indian. 3%

Hispanic. 3%

Caucasian. 75%

Female recipients. 86%

Disabled recipients. 65%

HOUSING DEVELOPMENT

The housing development staff is keeping pace with the wide array of potential projects whose numbers and type fluctuate dramatically in a short time. Some are new construction; others will preserve existing affordable housing.

Preservation: Affordable housing preservation is a strategy that saves projects that are having financial or other problems by transferring ownership to a strong, experienced non-profit like REACH. REACH is seriously considering the purchase of McCuller Crossing, which we have managed since August 2005. To ensure it remains permanently affordable, re-financing must be secured. Staff is also looking closely at two buildings for sale in the central city area that will lose their affordability, if purchased for market rate development.

New Construction: REACH's construction of row houses for first-time homebuyers is underway at SE 33rd & Powell. The project is due to be complete in the fall. We're also working with the architect and neighborhood association to plan housing for Southeast 20th and Division.

Public agencies are offering land and low-interest loans for development of transit-oriented housing in several Portland neighborhoods. REACH has submitted one proposal and hopes to prepare proposals on others this summer. A private developer has asked REACH to join them to develop affordable apartments for entry-level workers near mass transit. REACH is assessing the project. It would be our first co-development joint venture and our first project outside Portland.

RESIDENT SERVICES

Youth\$ave Wraps Up Year

Since October REACH's Youth\$ave participants have been busy saving money and learning how to manage it. Creative hands-on activities during classes imparted the value of good financial management practices. Tristian Spillman, a REACH resident, combined learning how to draw a comic strip with understanding credit cards. Youth played the roles of client and financial advisor to figure out how to plan a budget. A for-

mal debate was held to stimulate discussion of the pros and cons of credit cards. Participants practice entrepreneurial and customer service skills at the car washes they organize in the fall and spring. Community Service activities included volunteering at the Oregon Food Bank, for the Multnomah County Library's Summer Kids Program and REACH's Pink Martini FundFest concert.

The year will culminate at a graduation to be held on June 16th.



Cooking Workshops Celebrate 2nd Anniversary

What started out as a monthly session to learn "How to Eat Well on A Budget" has become a very popular gathering

for REACH residents to share their appetites and love of food. In honor of the workshop's 2nd Anniversary volunteer chef Tom Welsh came up with a menu of delicious party food. Everyone assisted by peeling, chopping, dicing and putting the finishing touches on an array of appetizers: stuffed mushrooms, crab dip, baked jalapeno-artichoke dip and a layered Mexican dip. Sparkling cider and conversation enhanced the festivities.

At each session participants are asked to evaluate what they found helpful and to make suggestions for cooking ideas to include in the future. One resident offered this comment, "Debbie (Lowder) and Tom's cooking class's food was well prepared and excellent. I'll watch my weight and will exercise more often."

After every workshop each participant leaves with the recipes of what they prepared and ate, and a full stomach.



Workshop participants Annaiece (above) and Marv, Charlotte and Wayne.

friends of REACH

Received FEBRUARY 1 – APRIL 30, 2006

GOVERNMENT & FOUNDATIONS

Bureau of Housing and Community Development
Hanna Andersson Children's Foundation
Oregon Housing and Community Development
Washington Mutual Foundation and Corporate & Employee Giving
Wells Fargo Foundation
Wentworth Foundation

PILLAR SOCIETY \$1000-\$3499

Safeco Insurance
Dee Walsh and Dave Porter

TERRACE CLUB \$500-\$999

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Siobhan Daly
Renita and Gary Gerard
Laurel Lyon and Phil Barney
Cecil Reniche-Smith and Greg Smith

CORNERSTONE CLUB \$250-\$499

Wells Fargo Community Support Campaign
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Jasmine Silva
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In honor of Freddy Lunt
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Columbia Sportswear
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Tom Welsh
Esther Williamson
Sharon Wilson

We highly value everyone who has donated to REACH and we make our best effort to keep our lists accurate. Please notify Christa Orth if a correction needs to be made at 503-231-0682.

Pink Martini Fundraiser continued

"FundFest is a way for Pink Martini to produce its own fund raising concerts and donate the proceeds to non-profits close to the band members' hearts," says manager John Brodie. "It allows the band to be more directly involved in supporting the local organizations that help the citizens of our hometown."



Singer China Forbes with Joyce Campbell

Thanks to sponsors Wells Fargo, McMenamens, Portland Mercury, Willamette Week and New Deal Distillery. **We send a huge thank you to Pink Martini:** Thomas Lauderdale, China Forbes, Phil Baker, Gavin Bondy, Nicolas Crosa, Brian Davis, Dan Faehnle, Maureen Love, Timothy Nishimoto, Derek Reith, Robert Taylor, and Martin Zarzar. John Brodie and Aaron Scott made putting on the event all very easy. **Special appreciations go out to the Youth\$ave kids** who ably staffed the REACH info table, and those who donated tickets for their families to attend.



Youth\$ave kids (from left) Corey, Karl and Justise at the REACH info table

SKYSCRAPER SOCIETY

Members of the Skyscraper Society have made a commitment to donate \$1,000 or more to the Friends of REACH Campaign for 5 years:

Joan Cook & Jean DeMaster
Dan & Sandra Cooper
Sebastian & Erika Degens
Bob & Debra Durgan
William Gross
Kay Hutchinson
Jeff Lang & Ramona Svendgard
Robert Leeb
Freddy & Roger Lunt
Bob & Adrienne Stacey
Diana Turner

If you are interested in being a charter member of the Skyscraper Society, please contact Kay Hutchinson at 503-231-0682



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REACH Mission

REACH's mission is to develop and maintain a permanent resource of affordable housing, promote healthy neighborhoods, and provide opportunities for low-income people through partnerships and community involvement.

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**REACH
 PAINT-A-THON
 2006**

**SATURDAY, AUGUST 5, 2006
 8:00 AM — 2:30 PM**

Paint homes, or clean up yards for senior, disabled and home owners with low incomes

Registration: 8 am
NEW LOCATION: Glenwood Park, SE 87th & Claybourne

To sponsor or volunteer:
 call (503) 231-0682, ext. 200 or visit www.reachcdc.org

