

MINUTES OF
NEWBERG CENTENNIAL REDEVELOPMENT COMMISSION
TRAFFIC/UPTOWN DEVELOPMENT COMMITTEE

Thursday, June 6, 1985

7:00 AM

Velvet Carriage Restaurant

Members Present:

Bruce Breitling
Peggy Campbell
Bob Emmerich
Hal Grobey
Elvern Hall
Art Moffat
Earl Sandager
Sam Zanghi

Others Present:

Greg DiLoreto, City Engineer
Clay Moorhead, Executive Secretary
Mike Warren, Executive Director

The meeting was called to order by Chair Art Moffat.

Greg DiLoreto, City Engineer, provided an overview of the two consulting proposals to create a Traffic/Downtown Development Plan. He indicated that the Butke/Leland & Hobson proposal was superior in terms of quality to the Wilsey & Ham/Hovey proposal. He commented that a reference check was made by Clay Moorhead and himself, on previous projects completed by the two teams. Most of the projects identified by Wilsey and Ham that were listed as projects of a similar nature were not conducted by the principals proposing to do the project in Newberg. The references indicated that Eric Hovey had a limited background in completing market studies, but that he was thorough in his work. Carl Butke was identified by the references to be the expert in the field of traffic engineering in Oregon.

After providing an overview of the two proposals, Mr. DiLoreto indicated that the staff is recommending that the Committee accept the "Butke" proposal. He commented that, once the Committee selects a consulting team, then it will be necessary for the staff to negotiate further on the product and price.

Hal Grobey commented that the most clear choice is to pick the consultant that is the most qualified. The price or the overall project can be scaled down (or up) through negotiations, especially if, for example, the Oregon Downtown Association provides marketing data for Newberg.

Art Moffat expressed his concern that the staff may be spread thin in doing other projects, and that it may be difficult to oversee another consulting project at this time.

Bob Emmerich commented that it is very important to get copies of examples of other projects that have been completed. This material can be shown to others and will help justify the acceptance of a proposal.

Motion: Grobey-Hall to recommend the "Butke" proposal to the NCRC and to have staff initiate negotiations on the price.

Sam Zanghi indicated that the Butke proposal is superior to the Wilsey and Ham proposal.

Elvern Hall indicated that the Butke team had more experience in developing plans similar to what Newberg is requesting. That is partially why the price quoted by the Butke team is higher, as they know how much detail is necessary to put together a project of this nature. In contrast, it appears that the Wilsey and Ham proposal lacks in experience and they have bid low, possibly not knowing all of the things required to create a quality product.

Bob Emmerich commented that he and Bruce Breitling sat in on interviews with staff members involved with other projects identified by the two consulting firms. He commented that the Carl Butke team appeared to be more qualified in preparing a downtown development plan, market analysis and traffic study.

Art Moffat was concerned that Bruce Breitling also partake in the decision of the Committee in that he was involved with interviews of the consulting firms references. Mr. Grobey indicated that, if Bruce Breitling is not in favor of supporting the Butke proposal, the entire matter should be brought back for discussion at another committee meeting.

It was generally discussed that the Committee would hold two additional meetings. The first meeting would be established to go over completed plans and reports on previous projects completed by the Butke team. The second meeting would be held to have the Butke team give an overview and explanation of prior projects completed and answer other questions of the Committee.

Sam Zanghi questioned whether there was a possibility to obtain grants to help complete the Traffic/Downtown Development Plan.

Mike Warren commented that it is difficult to say whether the City could obtain a grant for this project. He commented that there may be funds available in the future through the Community Development Block Grant Program.

The next meeting was scheduled for June 12, 1985 to review prior projects of the Butke team.

There being no further business, the meeting was then adjourned.