

MINUTES
NEWBERG CENTENNIAL REDEVELOPMENT COMMISSION

3:00 P.M., January 31, 1984

Velvet Carriage Restaurant

The meeting was called to order by Chairman LeRoy Benham

Roll Call:

Present	-	Quentin Probst	Art Moffat
		LeRoy Benham	Richard Rementería
		Elvern Hall	Alan Halstead
		Bruce Breitling	

Staff Present	-	Mike Warren, Executive Director
		Clay Moorhead, Executive Secretary
		Brenda Stroud, Finance Director
		Greg DiLoreto, City Engineer

Also Present	-	Alan Hershey, Facilitator
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Mr. Hershey explained his roll as a facilitator and discussed the importance of having a work session to identify the goals and work plan for the Redevelopment Agency and staff.

Mr. Hershey asked each member of the Commission what they thought the community's expectations were of the Redevelopment Commission. The following were the comments from the various Commission members:

1. Wait and see attitude.
2. A misunderstanding of tax increment financing.
3. To help the downtown business district.
4. Contribute to economic and social well-being of the community.
5. Do something but don't spend foolishly.
6. Something will happen, but don't know what will happen.
7. Produce new architectural theme.
8. Preserve classic buildings.
9. Reduce traffic problem.
10. Fix-up downtown area as a more attractive, better functioning shopping/service area.
11. The community expects a heavy handed approach due to bad press from other cities.
12. The community wants to be proud of downtown.
13. Create change.
14. Sudden, dramatic change to economic health through beautification.
15. Participation by local businessmen, not expected by them.

Mr. Hershey then asked the Agency Directors the role of the Commission, as seen by themselves. There answers were as follows:

1. Provide a vision for what can be.
2. Provide stimulation and act as a catalyst for private action.
3. Provide a coordinated action to achieve the vision.
4. Leadership within the community.
5. Provide ideas.
6. Act as targets.

7. Make recommendations.
8. Gather feedback, decide and proceed.
9. Start something, but do something, organize and follow-up.
10. Take risks -- we are it.
11. Provide continuity and consistent action.
12. Communicate progress to public.
13. Seek action to obtain the goals of the plan; modify those as needed.
14. Act in timely fashion.
15. Find and create the tools to achieve the goals (ordinances, on-going planning, etc.)
16. Support overall economic development of community -- team approach; fill or assist efforts to fill vacant services, gaps.
17. Set the pace; be patient; bite off only what you can chew well.
18. Provide for the long-term character, appearance and health of area.

Mr. Hershey and the Commission members discussed at length the comments mentioned above. Mr. Hershey then asked the Commission members to look at their expectations of the Redevelopment Agency and decide upon the desired end product. The desired end product was as follows:

1. Achieve the plan, as may be modified and made more definite by conditions and community feed-back.
2. Achieve recognition that redevelopment process reversed the downtrends.
3. Recapture the sense of community that was downtown.

The long-term goals of the Agency were decided upon by the Agency Directors, as follows:

1. Achieve a sense of community on the move through leadership, ideas, and coordination.
2. Act as a catalyst for private action.
3. Accomplish the centennial theme and study the traffic rerouting and industrial area.
4. Provide desirable area to live, shop and work in.
5. Facilitate economic viability and redevelopment zone.
6. Restore and maintain an attractive uptown.
7. Assist Newberg to achieve economic independence and stability.
8. Support overall efforts for economic development in the community.

General discussion on long-term goals ended in the fact that assist, support and facilitate efforts to achieve economic independence and stability for Newberg and the accomplishment of the centennial theme, traffic rerouting, and industrial development were two of the most major issues in long-term goals.

At this point of the process there was general discussion on how to achieve these long-term goals (i.e., borrowing on future tax increment). While there was major discussion on this issue, it was generally agreed that borrowing on future tax increment would be a viable alternative if it did not over extend the Redevelopment Agency's resources. Commissioner Breitling stressed the fact that before the Agency begins discussing the borrowing of money, possible projects should be identified.

Dinner was served at 6:00 P.M., with the Commission discussions in an informal sense at the dinner table. After dinner the possible projects were listed as follows:

1. Get something substantial going.
2. Need more planning -- market analysis and strategies.

3. Borrow money based on next five year tax increment for significant projects, i.e., traffic rerouting, parking improvements.
4. Solidify action and support for the centennial theme.
5. Consider a speculative building in industrial area.

Mr. Hershey and the Commission members discussed specific projects that were on-going. These include committed rehabilitation loans, debt to City, motel study, highway beautification, etc.

Specific projects the Agency would like to see for 1984 include but are not limited to:

1. Development of a project in industrial park.
2. Creation of a bond reserve fund.
3. Generate a parking plan.
4. Define and have City enact ordinances for architectural theme.
5. Define and have City enact ordinance on signs.
6. Banks market analysis and strategy to fill gaps.

The next seminar will include the pace that the Redevelopment Agency should set, the priorities of the projects listed above and others added to the list and how much the Agency should borrow.

The meeting was adjourned at 7:30 P.M. The next regular meeting will be at 7:30 P.M. on February 9, 1984 at City Hall. The next seminar will be Wednesday, February 15, 1984 at 4:30 P.M. at the Velvet Carriage Restaurant.