MINUTES
NEWBERG CENTENNIAL REDEVELOPMENT COMMISSION

February 15, 1984
4:30 p.m.
Velvet Carriage Restaurant

The meeting was called to order at 4:30 P.M.

ROLL CALL:
Committee: Bruce Breitling
Elvern Hall
Richard Rementeria
Quentin Probst
Alan Halstead
LeRoy Benham, Chairman

Staff: Michael Warren
Clay Moorhead
Brenda Stroud
Greg DiLoreto

Facilitator: Alan Hershey

Also Present: Mike Boyes
Noreen Mikkleborg
Dave Daniels
Roger Gano
Al Blodgett
Bob Quanstrom

Those people in the audience all expressed concern that not enough was happening in the downtown area that was visible and created a positive economic climate. The audience expressed a desire for the Redevelopment Agency to hire a staff person that would help coordinate and lead the merchants. A need was expressed to "light a fire" under some of the merchants that could not otherwise be motivated.

Dave Daniels and Mike Boyes, mentioned that redevelopment was the key to the success of the downtown area and that the money that was being spent on projects should be earmarked, in part, for a person to work toward more businesses locating in Newberg rather than only working with those that are already here. A letter was presented to the Redevelopment Agency signed by representatives of the Newberg Uptown Business Association that expressed the need for an executive assistant position.

Members of the Redevelopment Agency encouraged the audience participation and the ideas that were being presented. Chairman Benham asked that the pressure be kept on the Redevelopment Agency which in turn, would provide a good information flow for the Redevelopment Agency to act upon.

At this time Mr. Warren read the minutes of the past meeting. He explained to the audience some of the goals and objectives that the Redevelopment Agency had set for themselves at the last meeting and also answered the question from the audience about the expectancy the Redevelopment Agency has of the Redevelopment Agency.

At this time Commissioner Art Moffat was in attendance after attending a meeting in McMinnville of the overall Economic Development Plan Committee.

It was decided that the Redevelopment Agency would continue with their objective of identifying projects and a work plan for the upcoming years. It was further decided that no conclusions would be reached at this point but the tentative projects set after tonight's meeting would be publicized so that feedback could be acquired and the Redevelopment Agency could adopt the projects at a later regular meeting.

Facilitator Hershey encouraged the Redevelopment Agency to followup on Noreen Mikkleborg's comments to attract businesses into the core area (economic development) rather than solely looking at capital improvements. Facilitator Hershey also suggested to the Commission that they may wish to visit Boise, Idaho and speak to the Redevelopment Director of that Agency.

The Redevelopment Agency identified the projects that it was committed to and the amount of money that was committed toward each project. They are:

1. Bunn Building - $13,000
2. Brown and Tarlow Building - $65,000
3. Market Study-Motel - $1,800
4. Economic Study - $2,000
5. Flagpole Landscaping - $3,500
6. Payback City - $38,000 ($11,000 to be paid by June 30, 1984)
7. Staff Costs - $14,000
8. Grant Preparation (CDBG) - $250

The total of the projects listed was $135,550 of which a little over $100,000 or the total amount of the increment for one year would be needed to pay the incurred debt.

Mr. Warren then went over the possible projects the Redevelopment Agency Commissioners should consider for the future. There were a total of 22 projects.

The Commission members decided that the conversation at this point could be handled only by talking about the projects, identifying the priorities, and then discussing how to accomplish the priorities through a financial plan.

Each Commissioner prioritized the first five projects. A summary of the top nine choices for possible future projects were:

1. Traffic Study (including uptown layout plan)
2. Market Analysis and Support
3. Full/Part-time Staff (consultant?)
4. Traffic Reroute
5. Bond Reserve
6. Library Street
7. Rehab Loans Competition
8. Industrial Spec Building
9. Municipal Parking Lot

The bond reserve was eventually considered to be part of the traffic rerouting rather than a seperate item.

There was some discussion on long-term versus short-term or stategic versus tactical projects. It was generally agreed that the market analysis, the additional staff, the rehabilitation loan competition and the industrial spec building were tactical in nature.

The pace the Agency was to take was discussed by asking each Commissioner member whether borrowing money to accomplish some of these projects was a priority with them. Each Commissioner expressed a need to borrow money with the following comments.

a. The amount of money we borrow must be carefully considered.

b. Staff assistance and guidance is needed before an amount can be determined.

c. We should be very conservative on our borrowing.

d. A careful financial plan for strategic planning should be done before we borrow.

The staff was asked to come up with some financial considerations, keeping in mind the projects and possible other funds or grants that could be used to fund the projects rather than solely the Redevelopment Agency.

The meeting was adjourned to the regular meeting of the Redevelopment Agency and the next seminar meeting which would followup on the above mentioned projects for March 8, 1984 at 4:30 p.m. at the Velvet Carriage.