MINUTES
NEWBERG CENTENNIAL REDEVELOPMENT COMMISSION
WORKSHOP

4:30 PM | March 8, 1984 | Velvet Carriage

The meeting was called to order at 4:30 PM by Chair LeRoy Benham.

Members Present:

LeRoy Benham, Chair
Bruce Breitling
Art Moffat
Quentin Probst
Alan Halstead
Elvern Hall
Rick Rementeria

Others Present:

Alan Hershey, Facilitator
Mike Warren, Executive Director
Clay Moorhead, Executive Secretary
Brenda Stroud, Finance
Greg DiLoreto, City Engineer
Michael Fagan, Newberg Graphic

Alan Hershey then provided a general explanation of the agenda, indicating this would be the last meeting in the goal setting workshops. The Commission would decide the projects and their priorities to be initiated in 1984, as well as identifying longer term projects and the amount of funds to be borrowed to help implement the projects and priorities.

Mike Warren provided a general introduction and indicated that he had just returned from a national seminar on downtown redevelopment. He commented that major businesses look very carefully at communities before they establish a new business there. The primary areas of concern to a business looking at expanding or establishing a new business include: The history of the community; the history of the downtown area; what is the trend and where is the downtown going in terms of future expectations; the crime rate; overall cleanliness; demographics for the market area; whether an overall plan for redevelopment exists; and financing opportunities (including public/private partnerships).

Mr. Warren provided a summary of the minutes from the previous workshop and identified that, from the last workshop meeting, the Agency members selected 9 choices for possible future projects. Before moving on he questioned the Commission as to whether they were satisfied with the priority or ranking of the choices. The 9 choices identified from the previous meeting are as follows:

1. Traffic flow study including an uptown layout plan.
2. Market analysis.
3. Full/part time staff.
4. Traffic rerouting.
5. Bond reserve.
6. Library street improvements.
7. Rehabilitation loan competitions.
8. Industrial spec building.
9. Municipal parking lot construction.

Mr. Hershey asked if each of the Agency members would individually respond to these questions. It was the general consensus of the Agency members that the list and priorities were reasonable, given what is known today and provided the list can be amended when new information warrants another review.

All members expressed a desire to do more immeditately (more visible projects) but all agreed that good planning must precede a well designed downtown.

Clay Moorhead then passed out three sets of financial scenarios. Each set included four financial options and were based upon borrowing different amounts of money. It was generally concluded that borrowing lessor amounts of money would provide greater flexiblity to the Agency in terms of completing priority projects.

Alan Hershey questioned whether there were other sources of funds which could be used to support the Library street improvement project. Mike Warren indicated that there are other possibilities which included foundations and private donation. Members of the Commission discussed whether the Library street improvement project should be considered as a priority funding item when there are possibilities that other sources of funds could be used. It was determined that the Agency would like to support the construction of the project which would include helping to seek out grant or foundation money, but due to limited funds and the need for other projects, the Library issue would be best pursued by the City Manager through grants and private funds. If this approval fails, the Commission may discuss it at a later date.

Members of the Agency commented that they are very concerned as to the overall appearance of the structure in that it should conform to a turn of the century theme. The Commission was also concerned that whatever street improvement designs are used with the project should conform to the Redevelopment Plan. Mr. Warren indicated that he would contact the architects for the Library project to have them provide a general presentation and review of the Library project at the next regular meeting of the Redevelopment Commission.

Mr. Hershey asked members of the Commission which financial scenario they preferred. Members of the Agency discussed which of the choices of projects and programs were most important and when they should be implemented. The Commissioners discussed whether the Agency should have a full-time staff director or half-time consultant, the need for an overall traffic study, uptown development plan and the need for an overall market study. It was commented by members of the Agency that these projects would provide the greatest benefit to revitalize the business within the Redevelopment boundary, and, most important, would provide an overall plan or strategy for the downtown area. These projects would help to promote the development and placement of new businesses and would help to resolve problems associated with traffic, rehabilitation, marketing and demographics.

The meeting was adjourned at 7:10 PM.

The regular meeting of the Newberg Centennial Redevelopment Commission would be convened at 7:30 PM in the Newberg City Council Chambers.