

MINUTES OF
SPECIAL MEETING
NEWBERG CENTENNIAL REDEVELOPMENT COMMISSION

November 28, 1984

7:30 PM

City Council Chambers

Members Present:

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

Staff Present:

Mike Warren, Executive Director
Clay Moorhead, Executive Secretary

Others Present:

Approximately 6 Citizens

The meeting was called to order by Chair LeRoy Benham.

Peggy Campbell presented the Commission with a summary of the responses given to a survey distributed through the commercial area. A copy of the survey summary and comments is attached.

Bruce Breitling asked in general how much money a retailer would be willing to pay to support the cost of hiring a Main Street manager. Peggy Campbell indicated that some merchants would be willing to pay up to \$250 per year.

Executive Director Mike Warren indicated that the First Street Committee made four findings relating to the Newberg downtown area. These are:

1. That something needs to be done.
2. The Main Street Program or another similar concept would help create a viable downtown.
3. It is necessary to have the support of the merchants to get anything done.
4. No matter what alternative is chose, not everyone will be satisfied.

Mr. Warren then went on to identify four possible alternatives relating to the Main Street Program and making the uptown area more viable. These alternatives included:

1. Move quickly ahead and hire a Main Street manager.
2. Get involved in the Main Street Program but go at a slower pace and attempt to become a Main Street city during the next year.
3. NCRC could hire and supervise an individual to promote a downtown program.

4. A person could be hired under the Chamber of Commerce to deal specifically with downtown problems.

He commented that alternatives No. 2 and 3 had the best advantages and provided pros and cons to each alternative. Mr. Warren commented that, by moving too quickly, support for a Main Street program might be lost. Additionally, there did not appear to be adequate time to hire and prepare a fund raising budget to support the cost of a Main Street manager. Also, it does not appear to be financially feasible to hire a person under the Chamber of Commerce at this time. Mr. Warren went on to indicate that the Committee would recommend that a part time manager be hired to help formulate the creation of a Main Street Association who would act as a board for a Main Street manager. The individual would also be responsible in creating a fund raising drive to support the budgetary needs of a Main Street manager. The individual would be responsible for completing these tasks in a prudent manner. The individual would help local merchants on an interim basis to move ahead on various building projects. The person hired part time would also be responsible in keeping the merchants and landlords informed of the progress of creating a Main Street program.

Chairman LeRoy Benham commented that the Agency can encourage and support these recommendations but that the Redevelopment Commission was not well suited to run this type of program. He indicated that the Commission should do everything possible to position ourselves to become a Main Street city by January 1, 1986.

Alan Halstead commented that the City staff could establish the by-laws and help to form the association who would end up hiring the Main Street manager.

Art Moffat agreed with Mr. Halstead and commented that members of the Redevelopment Commission should also be a part of the downtown association who would oversee the Main Street manager. He commented further that NCRC could consider loaning members of the committee money to get started under the program. David Daniels, a local area merchant, indicated that local area merchants must be willing to participate with the program for it to become very effective.

It was asked by the Commission that staff identify what the projects and objectives of a temporary part-time person would be. This information was to be brought back to the Commission at their next regular meeting.

Art Moffat made a motion that the Newberg Centennial Redevelopment Commission advertise in the Newberg Graphic and Newberg Times to hire a temporary part-time person to work over a 90 day period to get the program started. The motion was carried by a unanimous vote of those members present.

An interview committee was identified to review applications that would be submitted. The committee would be comprised of Dave Daniels, Bruce Breitling and Quentin Probst. Chair LeRoy Benham indicated that a financial status report and a budget and cash projection will be presented to the Commission at their next regular meeting.

There being no further business, the meeting was adjourned.