

MINUTES OF
NEWBERG CENTENNIAL REDEVELOPMENT COMMISSION

February 28, 1985

7:30 PM

City Council Chambers

Members Present:

LeRoy Benham
Bruce Breitling
Elvern Hall
Art Moffat
Quentin Probst
Hal Grobey

Members Absent:

Alan Halstead

Staff Present:

Mike Warren, Executive Director
Clay Moorhead, Executive Secretary
Rick Faus, City Attorney

Others Present:

Lyle Stewart, Consultant
Art Shew, Consultant
Peggy Campbell, Newberg Uptown Interim Coordinator
Joe Brugato

The meeting was called to order by Chair LeRoy Benham.

Motion: Moffat-Probst to approve the minutes of the last meeting as submitted. Carried unanimously by those present.

Election of Officers:

Motion: Hall-Breitling to reappoint existing Chair and Vice-Chair for 1985 term. Motion carried unanimously.

Chair for 1985 - LeRoy Benham
Vice-Chair for 1985 - Alan Halstead

Communications from the Floor:

Joe Brugato addressed the Commission regarding his concerns with the economy, tax rate and the rental vacancy rate of the Newberg Area. He recommended that the Newberg Centennial Redevelopment Plan be revised to:

1. Reduce the size of the urban renewal area to engulf only the downtown core area.
2. Seek 2 or 3 projects or objectives, such as the traffic flow problem and water drainage problem downtown.
3. State a definite termination date of the project; 5-7 year termination.

4. Change the membership of the Commission to take City Council members off and replace them with local businessmen and residents of the City of Newberg.

Lyle Stewart responded to item 1. by indicating that the boundary could be reduced; however, he did not feel that enough income would be generated from a reduced area to allow completion of the projects on the current list. He stated that the plan is flexible and revisions can be made at any time. The total cost could be reduced; any dollar amount or time limit could be set for termination of program.

Lyle Stewart indicated the goals of the Commission included filling up vacant buildings. An attractive business environment must be created to obtain a healthy, viable downtown.

Mr. Brugato indicated he was concerned about the separation of all the bodies involved, i.e. Main Street Program, Chamber of Commerce, City Council and the Redevelopment Agency. He didn't feel that City government should control any group.

It was identified that the only way a change in the NCRC membership could occur would be through Council action.

Mr. Warren responded to Mr. Brugato's comments stating that Newberg should take advantage of the publicity occurring recently to attract new business and industry. In addition, reducing the size of the redevelopment area would not allow for the projects identified in the Plan to be completed in a timely manner. He further commented that the only current project under discussion was the development of a plan including a traffic and market study.

Mr. Breitling indicated that the voters had a great deal of control over the Commission as four of the members of the Commission were City Council members, elected by the community as a whole.

Oregon Main Street Program: Peggy Campbell, Uptown Interim Coordinator, reviewed the items she has worked on to date. A data base of all tax lot numbers in the uptown area has been compiled, including what business is located at each site, who the owner of the business is and who the property owners are. This material has been entered into computer storage and a mailing list has been established. 143 businesses are located in the area; 89 are owner occupied; 54 are tenant occupied; 20 are owned by out of town individuals; 19 are owned by in town non-occupant individuals; and 215 files of information are compiled. There are 17 vacant spaces within the whole area. In addition, she indicated that there were approximately 95 parking spaces available between River and Main Streets on both sides of First Street with 99 parking spaces available in the Merchant Lot.

Ms. Campbell identified that Brian Scott, technical assistant for ODDA, will be coming to Newberg, March 15, 1985 to review 6-7 uptown buildings, as part of the ODDA program, giving building owners information regarding upgrading their building exteriors. There will be a reception for the Main Street Program Board of Directors at 6:00 PM, March 15, to review the data. She discussed the makeup of the Board and the methods of membership selection. At the first meeting of the Board by-laws will need to be adopted which would include how many members should be on the Board and an official name for the Board. One of the first items for consideration will be a proposed budget.

The Main Street application must be submitted by June 1, 1985 with notification of denial/acceptance by July 1, 1985.

Motion: Grobey-Hall that NCRC provide funding for three people to attend the Market Conference, March 18, 1985, sponsored by ODDA. Motion carried unanimously.

Special Projects: Art Shew, Acro Logic Research, indicated he was extremely optimistic about Newberg's future. He briefly updated the Commission on the following items:

1. Review of plans for an RV park located at Memorial Park;
2. Window display located adjacent to City Hall in Bunn Building;
3. Removal of old signs and need to institute a sign ordinance;
4. Economic development brochure is assembled - subject to Chamber involvement for further processing;
5. The status of a 60 room motel complex;
6. Market study. He requested \$500 advertising money for placement of an ad in the Portland Business Journal, to indicate the business opportunities available immediately in Newberg. He indicated a full market study at this time was premature;
7. Farmers Market. He indicated the cost would be approximately \$3500-5000 for development of a farmers market area on the east end of Highway 99W within the redevelopment area. He did not recommend this specific area due to other kinds of development interest in the property at this time.

Executive Director Reports: Mike Warren updated the Commission regarding the Economic Development Loans awarded the Newberg. He commented that EDD has invited interested cities to participate in a "California Mission" to solicit industries and businesses to come to Oregon. He requested that a committee be formed to help staff develop RFP's for a Traffic/Market Study, to possibly include several NCRC members, a member of the Main Street Board and a Chamber member.

Motion: Grobey-Hall to allow Chair Benham to appoint a committee which would help develop RFP's for a traffic study. Motion carried unanimously.

Lyle Stewart, consultant, updated the Commission on the sales tax measure and its impact on tax increment.

Communications from Chamber of Commerce: Al Steiger, Chamber representative indicated that 80 applications have been received as of the February 19 cutoff date for application submission. Twelve candidates are currently under review with 5-6 to be selected from that group for interviews. A recommendation to the Board of Directors is anticipated by March 19 with April 1 as the anticipated time for installation of the new manager. He reviewed the goal setting sessions and indicated they were going very well. Promoting Newberg has been determined to be a primary goal by both the Chamber and NCRC. All the Committees have been very active; setting goals, getting membership established and programs for the year defined. He indicated that NCRC could assist the Chamber in achieving its goal by becoming a dues paying member of the Chamber.

Old Business: None

New Business: None

Motion: Hall-Breitling to send a letter of thanks to the State Revenue Committee. Motion carried unanimously.

Motion: Moffat-Breitling to adjourn. Motion carried unanimously.