

MINUTES OF
NEWBERG CENTENNIAL REDEVELOPMENT COMMISSION
TRAFFIC/UPTOWN DEVELOPMENT COMMITTEE

Wednesday, May 22, 1985

7:00 AM

Velvet Carriage Restaurant

Members Present:

Bruce Breitling
Peggy Campbell
Bob Emmerich
Hal Grobey
Elvern Hall
Art Moffat
Earl Sandager
Sam Zanghi

Others Present:

Greg DiLoreto, City Engineer
Clay Moorhead, Executive Secretary
Mike Warren, Executive Director

The meeting was called to order by Chair Art Moffat.

Bruce Breitling indicated that the Subcommittee should select the very best firm available for the project. The total dollar figure was not the Committee's responsibility, but rather the Committee must recommend the best firm. It was noted by Clay Moorhead that the hourly rate for Lyle Stewart was \$50.00/hr.; for Carl Butke, \$75.00/hr.; for Wilsey and Ham, \$65.00/hr. for the principals. Bruce Breitling indicated that he was impressed the most by Carl Butke's proposal. Bruce indicated that Wilsey and Ham felt the traffic problem was the driving force in the study, as opposed to Carl Butke's group who indicated that marketing was the driving force.

Art Moffat commented that only Wilsey and Ham had studied the community prior to their presentation.

Bob Emmerich felt that Carl Butke's presentation was the best but, if he had more information about Wilsey and Ham, he could reconsider his position on them.

Peggy Campbell next summarized the ODDA program in terms of the market study. She indicated they would do a market survey, a shopper survey and an available space inventory.

Hal Grobey commented that he felt Wilsey and Ham was weak in the traffic analysis. Hal felt we should consider Butke's group as the leader in traffic. Hal indicated he felt Butke's group overall was the best. He added that he had understood that the Main Street Program might be able to gather the raw data in a market study, but that they would not be able to do an in-depth study.

Peggy Campbell indicated that she had talked to the downtown managers from Albany and Silverton and they indicated they do not have time to do in-depth market surveys. Peggy indicated that these people spend the majority of their time obtaining grants and working with the businesses. She further commented that these people would be thrilled if someone else would do a market study and give them the report.

Sam Zanghi indicated he felt the market study was extremely important to the plan.

Motion: Hall-Campbell that the Committee delete Stewart, Patterson and Associates from further consideration. Motion carried.

Motion: Grobey-Zanghi that Wilsey and Ham be considered as the number one choice.

Discussion followed and it was determined that references and interviews should be conducted for a further check. Hal Grobey withdrew his motion. Sam Zanghi withdrew his second of the motion.

Bob Emmerich asked that Staff present examples of the top two candidates work for further Committee review. Sam Zanghi suggested the Committee look at the projects and discuss them further.

Motion: Hall- that the Staff proceed to set up a meeting with Wilsey and Ham, and Carl Butke to check interviews, references and visit previous project sites. Motion carried.