

DOWNTOWN REDEVELOPMENT COMMITTEE MINUTES
Newberg Senior Center, 101 W. Foothills Drive, Newberg, Oregon 97132
Monday, April 12, 1999 at 7 p.m.

Members Present: Kristen Horn, David Paul, Marty Tucker, Eric Wright, Neil Cohen, Dale Golding, Gary Hawkins, Don Lutz

Members Absent: William Rosacker, Allyn Brown, Donna McCain, Rich Peterson, Heather Lewis

Others Present: David Beam, Malcolm Johnstone, ODDA, Ann Pesola

I. CALL TO ORDER

The meeting was called to order at 7:05 p.m. by Vice-Chair David Paul.

II. APPROVAL OF MINUTES

Minutes of the November 9, 1998, December 14, 1998 and March 8, 1999 were reviewed. No corrections were made and the Downtown Redevelopment Committee (DRC) accepted all the minutes unanimously.

III. OLD BUSINESS

- **Mentor Program Update**

Malcolm Johnstone of ODDA provided a brief overview of the draft report/action plan he had prepared for the DRC. He estimated that the action plan would take from six months to one year to implement. Some of the key points overview were as follows:

- To be successful, the DRC must focus on the issues that motivate potential participants. For example, is it economics or a sense of pride in downtown?
- The downtown organization must be viewed as community driven, not by the city.
- First, set up the organization, define district boundary, and decide the vision of the downtown. Second, decide what financing mechanism works the best.
- Set up the organization as a 501(c)(3) non-profit. This will allow the organization to accept grant funds from foundations.

After answering a few questions from Committee members, Mr. Johnstone announced that he had taken a new position in Idaho. He stated that Patti Pierce of the McMinnville Downtown Association would finalize the work remaining on the mentoring contract.

- **Downtown Parking Issue**

Kris Horn reported that she had spoken and written to Duane Cole regarding the parking issues on Hancock Street. David Beam reported that the City has spoken to ODOT about concerns over lost parking along Hancock Street. ODOT is now revisiting this issue and is looking for other alternative parking lots in the area that would be convenient to business customers downtown. David Beam also reported that the city has met with the Graphic representatives and is attempting to work with them to accommodate their plans to expand their facilities downtown.

- **ODDA Awards Ceremony**

Committee members and staff gave their impressions of the ODDA Annual Awards Ceremony that was held on April 9. In attendance from Newberg was Kris Horn, Ann Pesola, Lisa Helikson, and David Beam. They all felt that attending the event was very worthwhile. It was well attended by downtown representatives from all around the state and by some influential guests like Lynn Snodgrass, Oregon's Speaker of the House and Representative Leslie Lewis. Don Lutz stated that he was impressed about how proud everyone was about their downtowns. Overall, it was an inspiring night that provided a forum to gather great ideas for the Newberg downtown.

IV. NEW BUSINESS

- Work Plan - Next six months

The Committee decided to use the action plan suggested by Malcolm Johnstone as a template for a work plan for the next six months. The Committee discussed how they should try to accomplish the first point of the action plan, which is to create an inaugural Board of Directors. Some of the issues and suggestions identified by the Committee were as follows:

- Use existing downtown organization by-laws and charters as templates (i.e. McMinnville).
- What mix of directors do we want? By interests and work? By property/business owner?
- What would be the selection process? By what body? By what criteria?
- How do we go about recruiting the potential directors we desire?
- What should the boundaries of the downtown association be?
- Potential directors should be passionate and committed to the revitalization effort.

The committee decided to continue this discussion at the next meeting. The Committee may also form subcommittees for certain tasks to accomplish this goal. Background materials will also be gathered for the next meeting. Don Lutz volunteered to get organizational information from McMinnville Downtown Association, such as Board of Director backgrounds and copies of the by-laws and charter. David Beam would seek out similar information from other sources. DRC members were asked to bring names of potentially good downtown association board members to the next meeting.

- Finance Mechanism for Downtown

No discussion.

- Downtown Projects - Brainstorm

David Beam presented some information he developed regarding properties in downtown. He passed around a map of downtown that included a potential boundary line for a downtown district. He also passed around a list properties within that boundary along with their corresponding assessed and market values. Using this information as baseline data, he then discussed the potential amount of annual funds that could be generated for downtown revitalization under some different assessment scenarios. Mr. Beam also passed around copies of an annual budget by the McMinnville Downtown Association to give an idea of how money is generated and what costs are involved in running such an organization.

Mr. Beam also reported that Jules Drabkin is considering renovating the fire damaged upstairs of his building for apartments. Staff has been working out some issues with him, including meeting requirements of the American's Disabilities Act (ADA). Mr. Beam stated that he believed Mr. Drabkin had submitted his property for listing on the National Historic Registry. If accepted, Mr. Drabkin may be eligible for tax benefits in his restoration efforts.

V. OTHER BUSINESS

- Revisit meeting schedule

The Committee decided to meet in two weeks on Monday, April 26, 1999.

VI. ADJOURNMENT

The meeting was adjourned at approximately 8:50 p.m. until the next meeting on April 26, 1999 at the Newberg Senior Center.

Approved by the Downtown Redevelopment Committee on this 10 day of May, 1999.

Ayes: 8

Nays: 0

Abstain: 0

Absent: 5

ATTEST:



Tabrina R. Mueller, Recording Secretary

K:\WPADMIN\MISC\TABBY\MINUTES\DOWNTOWN.DEV\min041299.wpd