

DOWNTOWN REDEVELOPMENT COMMITTEE MINUTES
First Federal Savings and Loan, 121 N. Edwards Street, Newberg, Oregon 97132
Monday, July 13, 1998 7 pm

Members Present: Kristen Horn, Rob Molzahn, Donna McCain, Eric Wright

Members Absent: Julie Codiga, William Rosacker, Marty Tucker, David Paul

Others Present: Mike Soderquist; Barton Brierley; David Beam; Roger Hiller, McMinnville
Downtown Association; Jeb Bladine, McMinnville News Register; Ann Pesola,
Newberg Area Chamber of Commerce; Mat Haug; Buck Barrie

I. CALL TO ORDER

The meeting was called to order. In the absence of Chair Rosacker and Vice Chair Codiga, the committee selected Rob Molzahn to preside at the meeting.

II. APPROVAL OF MINUTES

Minutes were not available for approval.

III. OLD BUSINESS

- Discussion of last month's presentation by Malcolm Johnstone

There was general discussion about the presentation by Malcolm Johnstone at George Fox University's Cap and Gown room last month, with particular emphasis on his strong recommendation that the downtown business people take charge of the downtown redevelopment effort with support by city staff and elected officials rather than having the City take the lead. Jeb Bladine strongly advocated the reformation of a Newberg Downtown Association for this purpose. He reviewed in detail the history of the parallel effort that took place in McMinnville over the last twenty years. He mentioned that the City hired an architect in 1972 for \$25,000 to take a look at the rejuvenation of downtown and the local people felt that the report from that effort was so bad that a committee was formed to modify it and make it more acceptable.

In 1974 and 1975 a Local Improvement District (LID) which had been formed by the City of McMinnville was used to finance physical improvements in the downtown core. Money was also provided by the City of McMinnville Water and Light Department and to a lesser extent by the business owners themselves. Later on, an Economic Improvement District was formed. The formation of such a district requires 2/3 approval of the affected people. This kind of support was garnered and the district charges members on the basis of square footage of their property.

The incentive that the Downtown Association of McMinnville used to stimulate the property owner improvements was to provide each property owner with a rendering of its store front as it would look after improvement. Also in 1974 the Downtown Association sponsored tree planting of the downtown core on both sides of Third Street.

The McMinnville Downtown Association used as its guide, the philosophy of the Oregon Main Street Program. Mr. Soderquist distributed the following handouts dealing with the Oregon Main Street Program: 1) "Oregon's Main Street Program", describing the national Main Street Center four-point approach focusing on organization, design, promotion and economic restructuring; 2) "Establishing a Main Street Organization"; 3) "The Elements of Downtown Design"; 4) "Promotion-Marketing Downtown's Image and Appeal"; 5) "Economic Restructuring". All of these handouts were provided by Malcolm Johnstone at last month's meeting. The discussion of McMinnville's experience and possible parallels in Newberg lasted for about one hour.

IV. NEW BUSINESS

- Introduction of David Beam

Barton Brierley introduced the City's new Economic Development Coordinator/Planner, David Beam. Mr. Beam was invited to review with the group his professional background, which he did.

- Discussion with Newberg Area Chamber of Commerce (Eric Wright and Ann Pesola) about joint downtown development efforts

The remainder of the meeting focused on discussion with the leaders of the Newberg Area of Chamber of Commerce, Eric Wright and Ann Pesola, and the representative of the McMinnville Downtown Association, Roger Hiller, and Jeb Bladine. Considerable input was also provided by Newberg downtown property owner Buck Barrie. Mr. Bladine suggested that the City, through its Downtown Redevelopment Committee, could focus on physical infrastructure improvements and the parallel group, sponsored by the Chamber, (tentatively identified as the Newberg Downtown Association), could focus on business enhancement, attraction and support.

Mr. Bladine suggested that the Downtown Redevelopment Committee could offer the downtown business owners a gift, financed perhaps by tax increment financing, to stimulate their interest in improving their properties. This was done in McMinnville and the gift in that case was the set of renderings referred to above.

Mr. Barrie asserted that the focus of the downtown effort should be on George Fox University because, he stated, the University is the overpowering presence in the general downtown area. He mentioned that he tried to stimulate interest in a Saturday Farmers Market a few years ago, to be located in the public parking lot immediately east of the legal building in Newberg, but people did not seem to want to take up the challenge.

It was agreed that the Downtown Redevelopment Committee should participate with the City in their booth at the Old Fashioned Festival. It was stated that handouts and/or banners would be prepared with perhaps a survey which could be conducted by visitors to the booth, regarding their desires for the improvement of the Downtown core area. It was furthermore agreed that Mr. Beam, over the next month, would "walk First Street", meeting and visiting with each of the merchants along First Street, inquiring as to their visions of the Downtown core area and soliciting their involvement in the Downtown Association.

There was mention that the Edward D. Jones company has a video tape on downtown building restoration which is quite effective. Staff was encouraged to contact the firm regarding the use of that tape.

V. OTHER BUSINESS

- Next regular meeting will be 7 p.m. on August 10, 1998 at First Federal Bank

VI. ADJOURNMENT

The meeting was adjourned at 8:58 p.m.

Approved by the Downtown Redevelopment Committee on this 14th day of September, 1998.

Ayes: 4

Nays: 0

Abstain: 0

Absent: 2
(Horn, McCain)

ATTEST:


Tabrina R. Mueller, Recording Secretary

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