

DOWNTOWN REDEVELOPMENT COMMITTEE MINUTES
First Federal Savings and Loan, 121 N. Edwards Street, Newberg, Oregon 97132
Monday, October 12, 1998 at 7 p.m.

Members Present: Kristen Horn, Donna McCain, Eric Wright, William Rosacker

Members Absent: Rich Peterson, Garry White, David Paul, Marty Tucker

Others Present: David Beam, Mike Soderquist, Barton Brierley, Mat Haug, Ann Pesola, Chuck Cox, Heather Lewis

I. CALL TO ORDER

The meeting was called to order at 7:10 p.m. by Chair William Rosacker. It was noted that there was no quorum present.

II. APPROVAL OF MINUTES

Minutes of the September 14, 1998 were not approved due to lack of quorum.

III. OLD BUSINESS

- Replacement Committee Members

It was announced that the Mayor had appointed two new members to the Committee: Garry White of Whites Collectibles and Rich Peterson of Naps IGA. It was also announced that the Mayor is working to get a representative from George Fox University to join the group.

- Visioning Session - Beam

David Beam stated that although the group briefly had a discussion about a vision at the last meeting, he felt that the last meeting focused too much on details and not on what a vision statement is supposed to be. Mr. Beam took the May 11 brainstorming session ideas and categorized them to assist the group in developing a three-sentence visioning statement. After a one-hour discussion, the Committee decided on the following vision statement for the year 2010:

- Downtown Newberg

- has an economic base that will attract and serve a variety of patrons;
 - is comfortable, accessible, and pedestrian friendly;
 - is the historic, beautiful gateway to the wine country.

- Main Street Programs - Tour Review - Beam

Mr. Beam reviewed the downtown tours of McMinnville and Gresham conducted on September 22. Many of the people who went on those tours expressed their opinions of the tours to the group. The group recognized that the Gresham and McMinnville tours were very different. McMinnville is probably a lot closer to the Newberg experience, serving as a regional center for the area. Gresham is more of a "late bloomer" and has less history in certain manners. Gresham's downtown is much more fixed on transit-oriented development. Everyone expressed that they learned a great deal from these experiences and can probably learn a lot more from McMinnville. Mr. Beam distributed several handouts that he obtained from the two cities during the tours, describing the areas and their development efforts.

- Mentor Program Update - Pesola

Ann Pesola, Director of Newberg Chamber of Commerce, mentioned that David Beam, Kristen Horn, Patty Pierce, Executive Director of the McMinnville Downtown Development Association, Vicki Hillard of Oregon Downtown Development Association (ODDA), Malcolm Johnstone, and she all met last week. They discussed the possibility of using McMinnville as a mentor for Newberg's program. The meeting was quite productive and the group came up with several ideas on how to utilize the \$1,500.00 that was made available through ODDA's mentoring program. Ms. Pesola is continuing to develop the work plan for the mentoring program. The mentoring contract will ultimately be between the McMinnville Downtown Development Association and the City of Newberg. At this time, the intent seems to be to use the

\$1,500.00 to develop a private non-profit Downtown Association for Newberg. The Committee members had a great deal of discussion regarding their role once the private entity is created. It was decided that the present Committee will continue with its six-month work plan to develop goals, objectives and specific projects while Ms. Pesola will continue to spearhead the development of a private non-profit Downtown Association.

- First Street Signals Project Update - Soderquist

It was announced that funding will be provided by the City for the additional cost (\$17,000) of the signals that will be installed on First Street at Howard and Meridian Street intersections. This funding will pay for the difference between what ODOT will pay and the costs of the new, old-fashioned, historic style lights. Everyone looks forward to this project being a good demonstration project that will hopefully serve as a catalyst for further action in the redevelopment of downtown.

IV. NEW BUSINESS

None

V. OTHER BUSINESS

Mr. Beam distributed a memo that was sent to the Planning Commission from the Downtown Redevelopment Committee (DRC) responding to the request of the Planning Commission that the DRC work on issues regarding historic districts and historic review boards (copy attached).

Mr. Beam announced that the decision has been made on what to do with Hess Creek when the reconstruction of Highway 99W is undertaken. The State will build a bridge where the old bridge was years ago, in place of the present culvert.

Mr. Beam distributed a flyer regarding a Central City Summit. It is a forum for downtown Portland on revitalization of downtown Portland. Mr. Beam suggested that interested people might want to attend the Summit to get some ideas on how we might revitalize our downtown, recognizing that Portland is obviously of a different scale than we are, but possibly has some solutions to some common problems.

Mr. Beam then distributed a flyer regarding openings on the Newberg Planning Commission. He encouraged interested people to apply for one of the positions.

VI. ADJOURNMENT

The meeting was adjourned at approximately 9 p.m. until the next meeting on November 9, 1998 at First Federal Savings and Loan.

Approved by the Downtown Redevelopment Committee on this 9th day of November, 1998.

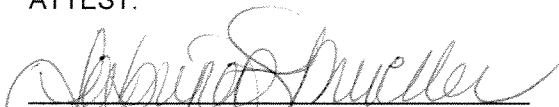
Ayes: 6

Nays: 0

Abstain: 0

Absent: 1

ATTEST:


Tabrina R. Mueller, Recording Secretary