

DOWNTOWN REDEVELOPMENT COMMITTEE MINUTES
Newberg Senior Center, 101 W. Foothills Drive, Newberg, Oregon 97132
Monday, March 8, 1999 at 7 p.m.

Members Present: Kristen Horn, Donna McCain, David Paul, William Rosacker, Marty Tucker, Rich Peterson,

Members Absent: Eric Wright, Garry White

Others Present: David Beam; Allyn Brown, Brown and Tarlow; Patti Pierce, Executive Director of the McMinnville Downtown Association (MDA)

I. CALL TO ORDER

The meeting was called to order at 7:10 p.m. by Chair William Rosacker. David Beam announced the resignation of Garry White.

II. APPROVAL OF MINUTES

Minutes of the November and December meetings were not discussed.

III. OLD BUSINESS

- **Mentor Program Update**

Patti Pierce presented a slide show of activities in McMinnville's downtown in the last year. Some of the items that she discussed and illustrated included:

- *Grants awarded to downtown businesses by the MDA for renovations.

- *Design guidelines being developed.

- *Brown bag concerts in the plaza.

- *Downtown cleanup days.

- *Various quarterly promotions, including events like Cinco de Mayo, Halloween, Christmas. Events included food booths, magicians, musical concerts, contests for shop windows and best costumes.

- *Lighting for downtown during Christmas.

- **Successful Downtown Organization Workshop**

The downtown workshops held last month by Malcolm Johnstone were discussed. Both meetings were well attended. Most of the attendees were new people interested in the downtown revitalization effort. From those meetings, four people have signed up to work with the Downtown Redevelopment Committee (DRC): Allyn Brown of Brown and Tarlow (property owner); Don Lutz of Oregon Stationers; Gary Hawkins of West Coast Bank; and Neil Cohen, a chiropractor (property owner). Overall, the group felt the meetings were quite successful.

Kris Horn reported on the downtown workshop held by the Oregon Downtown Development Association (ODDA) at Rockaway Beach on January 14. Attendees from Newberg included Kris Horn, Ann Pesola, and Garry White. Ms. Horn reported that the meeting focused on the development of a successful downtown association. She felt that the information should be very useful when the DRC begins to actually form Newberg's downtown association. Mr. Beam handed out copies of the information packet given out at the workshop.

- **TEA-21**

Mr. Beam reported that the TEA-21 grant application to fund the downtown lighting project had been denied. He reported that his discussion with members of the project selection committee revealed that the rejection had nothing to do with the project or the application. His understanding was that the selection process was very political and that it heavily favored the larger cities.

- **Plan Goals Confirmation**

Mr. Beam distributed copies of the draft goals the DRC had created in November 1998. Ms. Horn asked about the status of the replacement of the parking along Hancock Street as part of the Highway 99W project. Mr. Beam passed out some excerpts from the project's EIS related to this issue. Mr. Beam stated that recent discussions with Larry Anderson, City Engineer, revealed that the two replacement parking areas presently being pursued include the parking lot next to the Graphic and a historical house on the corner of River Street and Hancock Street. The potential parking lot identified in the EIS located next to the Wine Country Antique Mall on Hancock Street has since been rejected. Most of the committee

members thought the parking on River Street was located too far from the core downtown businesses. Ms. Horn said she would talk to Duane Cole, City Manager about this issue.

Bill Rosacker reported that he recently discussed the direction of the DRC with Mr. Beam. They both agreed that the DRC needed to focus their energies on the formation of the private downtown association instead of making lists like goals and objectives that the private entity may or may not want to use. They felt the committee should focus on getting answers to questions that potential members of the future association will have, like what will this effort cost me and how will the expenditures be financed? The DRC agreed that this was an appropriate direction.

The DRC further discussed issues related to getting the right people involved in starting off the association. Allyn Brown stated that while he felt that it will be difficult to get some individuals involved, there were enough out there who would be interested. Some of the potential ways to start up were discussed: (1) kick off meeting for all interested in downtown; (2) private meetings by DRC members with property owners; and (3) form a PAC to focus on certain issues like Central School. All agreed that key supporters of the effort need to be identified and drawn into the process before any substantial progress will be made. The appropriate process for recruiting the association's supporters will be discussed at a near future meeting.

IV. NEW BUSINESS

- Finance Mechanism for Downtown

Chair Rosacker recommended that the DRC wait to discuss financial mechanisms until the next meeting. The DRC agreed.

- Downtown Projects - Brainstorm Session

Tabled to next meeting.

- Mr. Beam stated that he recently spoke to Jules Drabkin about the status of his building. Mr. Drabkin told him that the insurance company still has not paid out his claim. He still doesn't know what he is going to do with the building. Mr. Beam relayed some information to Mr. Drabkin regarding some tax benefits for doing renovation work to the structure.
- Mr. Beam distributed handouts related to parking issues in McMinnville and in Newberg, a master plan effort in McMinnville's downtown area, and Governor Kitzhaber's Livability Initiative. He also announced the formation of a task force by the Chamber of Commerce to deal with traffic issues in Newberg. He suggested that anyone interested in working on the task force to contact Ann Pesola.
- Appointment of Committee Vice Chair

David Paul was elected unanimously by the DRC as the Vice Chair.

V. OTHER BUSINESS

Mr. Beam stated that Malcolm Johnstone may have a draft version of the action plan for the future downtown association available for the next DRC meeting. Donna McCain stated that she would not be able to attend the next meeting.

VI. ADJOURNMENT

The meeting was adjourned around 9:00 pm.

Approved by the Downtown Redevelopment Committee on this 12th day of April, 1999.

Ayes: 8

Nays: 0

Abstain: 0

Absent: 5

ATTEST:


Tabrina R. Mueller, Recording Secretary