

**(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING
MINUTES**

**Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, NOVEMBER 19, 2003 AT 7 P.M.**

minutes are subject to approval at the February 19, 2004 meeting

I. CALL TO ORDER

II. NDRC COMMITTEE ROLL CALL

NDRC Committee Members Present (9):

John Bridges
Joan Drabkin
Lon Wall

Dave Daniels
Kristen Horn

Sally Dallas
Dave Mehler

Absent:

Luana Berens

Lou Larson

Staff Present:

David Beam, Economic Development Coordinator/Planner
Peggy Hall, Recording Secretary

David Beam opened the meeting at 7:00 p.m.

III. PUBLIC COMMENT

None.

IV. CONSENT CALENDAR

1. Approval of NDRC Meeting minutes from the August 20, and September 17, 2003 meetings, as written.

Motion #1:	Dallas/Wall to approve minutes as written
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Vote on Motion #1:	The Motion carried (7 Yes/2 Absent).
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V. PROPOSED ART/CRAFT FAIR AT FRANCIS SQUARE (Exhibits A, B, and C)

Mr. David Beam introduced Kristen and Andrew Harper. He mentioned that the issue of the Fair had been discussed with the City Council in October and that there were some concerns expressed about the project.

Kristie and Andrew Harper said they have been in Newberg since 1996 as George Fox University students and both graduated with fine/studio art degrees. They now operate a mural business. They are currently working on a website and advertising for the business. During the last few years, they have seen Newberg change and go down the hill in some ways. They are establishing their family here in Newberg. They want to establish a professional craft and art market (not a Saturday market). They are proposing an open air public market a place for the artists (Yamhill County) so they do not have to sell in a costly, large venue. A public market only takes 10% and most of those funds go back into the market (not a huge profit margin - it sustains the market). It is a private business. The Eugene Saturday Market is a private business and they are running it with only the operator. With the Committee's guidance, they are looking to resolve some of the issues involved in starting up the Fair. The following are some of the goals of the Fair:

- To provide a forum for artists and handcrafts
- To encourage and foster arts in the community
- To stimulate the economy downtown and bring people downtown.

Ms. Harper said it is sometimes hard to visually notice that Newberg is a college town. She enjoys the college town atmosphere. She said the downtown cannot grow if the area is totally isolated from the University. She wants to bring in the GFU community. The only way to pull in students and teachers is to bring in their participation. Ms. Harper reviewed the group booth concept for the Fair - for example, giving a specific GFU department (ceramics and two dimensional art departments) to have a collective booth. The traffic on Hwy. 99W is both a negative/positive issue. The Fair needs to have quality products, sufficient publicity, and good exposure (such as Hwy 99W.) Francis Square is a quality space to hold the event. She also emphasized the importance of keeping a low over-head for vendors. Membership for the vendor would be \$30: same as Eugene Saturday market. There also would be a \$10 set up fee and a charge of 10% of sales for that day.

Ms. Harper said that 10% of sales is consistent with other Fairs of this type. The market organization must carry insurance. They have asked the city to cover the vendors' insurance. If each vendor has to pay their own insurance, they would probably pay \$600 per year (only with about 33 days per year in operation at the Fair). She feels that this cost would deter most artists from participating. The Eugene Saturday Market pays for their vendor's insurance, as they got an insurance policy that is grandfathered. riders on. Most events require each vendor to have their own insurance. Discussion was held concerning the use of homeowner's insurance policies.

Mr. Beam said the Council liked the idea of the market but had many concerns, especially with the insurance issue. The City covers sub-committees and related non-profit activities. This particular venue would be for a for-profit group. The council also had general safety concerns, such as operating a private business on City-owned property. They were also concerned about parking.

Mr. Wall addressed the for-profit use of Francis Square. He felt that Council is immovable in subsidizing a private business.

Sally Dallas said that the Harpers do not expect to make a lot of money. Therefore, maybe it could be set up as a non-profit. This may resolve some of the issues.

Ms. Horn discussed the many problems related to running a non-profit, such as maintaining an active board.

Joan Drabkin suggested the Harpers contact insurance agent Dan Corrigan (to help resolve some insurance issues). He may be able to help.

John Bridges asked if they have researched some private properties rather than public properties. Ms. Harper said they looked at First Federal, but they only allow non-profit. Ms. Horn said she could not get a hold of the bank president, as he was out of town. Mr. Bridges said he thought that the Fair could be

structured as a non-profit. The McMinnville US Bank space is similar to First Federal's and is used for events such as the Fair. The First Federal building is better for parking than Francis Square and there is limited parking on College Street.

Ms. Harper said that there is a lot more work in a non-profit organization. It takes a long time to get decisions and implement them. They want to work with downtown businesses and supporters, but do not want to bog down in the process.

Mr. Bridges said that as a lawyer, there are other opportunities as a non-profit rather than a business. The Yamhill County Arts alliance gives out grants. There is a new cultural trust fund that will be sending out grants in the County.

Mr. Wall said that Francis Square is not really the right spot - parking is not good. As far as the non-profit issue, he felt that the Harpers are probably right in not wanting a non-profit, considering what they want to do.

Ms. Drabkin asked if the City would agree to a percentage of the profits. Ms. Harper said they offered to pay the City a portion of the profit proceeds. The Eugene Saturday Market pays the City of Eugene 6% and they offered the City of Newberg 12%.

Mr. Bridges said that they may be able to operate under an existing non-profit and use their insurance. An example would be the Yamhill County Arts Alliance. Mr. Bridges also mentioned the accounting audit obligations and he thought it would make a good sense to work under the umbrella of another non-profit organization.

Ms. Horn said the IRS issues are not terribly complicated, if the profits are under a certain amount. David Beam added that if it was that bad, there would probably not be 612 non-profit organizations. Mr. Bridges said that there are other issues relating to corporate activity. Discussion was held concerning the local art association, Art Vine. They will soon become their own non-profit. They had operated under the Yamhill County Art Alliance, but they tend to focus their energy strictly on McMinnville.

Mr. Bridges said there is nothing that the NDRC as group can do - everyone in the Committee is supportive of the ideas and the passion to do something. Ms. Drabkin said that the Committee could make a resolution to the Council, stating their support for the Fair concept in general. Mr. Bridges said that individually, Committee members could help the Harpers. For example, they could assist the Harpers in their efforts to contact the First Federal president (Rocky Wade) and Kris Horn could help them contact the Arts Alliance for being umbrella for the Fair.

Motion #1:	Drabkin/Wall moved that NDRC support the Fair idea of Kristie and Andrew Harper and that the members would individually offer their assistance in their endeavors.
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Vote on Motion #1:	The Motion carried (7 Yes/ 2 Absent).
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Mr. Wall said that he signed a petition to support the Fair concept, but he was not informed about them going to the City Council and requesting for an insurance subsidy. One of the Councilors had asked him if he knew about the proposal.

Mr. Beam said the insurance issue came up after Mr. Wall signed the support sheet.

Ms. Horn said she thought it would be fairly easy to work out a cost analysis to the City concerning their use of City insurance as an umbrella.

Mr. Wall said that the City Council needs to know that members of the NDRC were going to assist the Harpers on their project on an individual basis.

Amendment to Motion #1:	Drabkin/Wall moved to have Chairman Bridges communicate the NDRC's intent in a letter to the Council.
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Vote on Motion #1 as amended:	The Motion carried (7 Yes/ 2 Absent).
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Discussion was held concerning use of other properties, such as the former car dealership property and the street in front of the library. There are other private places downtown, but not as good as First Federal. Mr. Bridges stated that the cultural center is being developed by CPRD. Discussion was held concerning holding the Fair on Hancock to provide visibility. The Cultural Center will also have areas for this type of function.

Mr. Wall said that CPRD may take a different view on this issue than the Council. Visibility is not as good with the cultural center. The whole idea of the Fair is to be a magnet for the downtown area. The McMinnville farmer's market could be contacted for ideas, as they block off the downtown streets sometimes. Ms. Horn suggested that the Harpers contact Patty Webb from McMinnville Downtown Association. Discussion was held concerning street closures. The purpose for new Cultural Center is to is to promote this type of business.

Ms. Drabkin said there are issues with traffic. The sites proposed do not have a block-wide spot that is visible east and west. Ms. Dallas said to talk with other people and see what other options there are. Mr. Beam said the Committee would like to periodically hear how they are doing on the project.

VI. CIVIC CORRIDOR - PUBLIC AWARENESS

Mr. Beam said he has received the Corridor drawings in digital format, but that he was having some technical difficulties in making it work. Mr. Beam provided digital drawings of the Corridor concept to the Committee members.

Mr. Bridges said we ought to try and use the Corridor concept plan to generate some interest in improving the viewscape of downtown. Discussion was held concerning trees and potential issues. Mr. Bridges said that he had talked with Ryan Blume, and suggested that the trees planted be ones that don't drop things, like fruit, on the ground all the time. Mr. Bridges said that he would like to develop a presentation they could take to the various organizations in the community, like Rotary and Kiwanis. Discussion was held concerning providing a display at the Library or other locations within the City. Mr. Beam said that it could possibly be put on the City's website. Ms. Horn suggested the City Club. The Chamber forum would also be a good one. Mr. Bridges said the communication should be to the business and property owners. Could the business license database be used to sort this information? Mr. Beam said that may be possible.

Mr. Bridges asked if the City Council has regular meetings with the staff - Planning, CDD and other related meetings. Mr. Bridges said it is important to understand the plans of this kind and seek their support. An effort should also made to communicate the concept to City staff members. The presentation materials are would be the same. Discussion was held concerning a lobbying effort for funding of the project. Mr. Beam reiterated that the drawing is just a concept, it is not a final draft. It should be used to promote the concept and help with developing both political and financial support for the idea. Once the support is there, a final planning process will be developed for the Civic Corridor streetscape.

Ms. Horn emphasized that everyone will have to be on board with the idea. Mr. Beam said the City Manager and the Community Development Department support the Civic Corridor streetscape concept. Mr. Beam said that the concept could be presented to the City Council. Mr. Bridges said that one of the components of the presentations is to provide a survey mechanism for the conceptual plan: what we would people like to do, likes/dislikes, etc. Get some feedback on it. One of the difficulties is that when we hold public meetings, no one comes. The City staff is a key group.

Mr. Bridges said we should start with community groups. Mr. Bridges said there be a way to involve school age children to generate support. Maybe there could be a vote on the type of trees to use, etc.

Mr. Mehler suggested some type of raffle to refine the concept.

Mr. Bridges said that in Salem at the A.C. Gilbert building, tile work was created by the kids.

Ms. Horn said that maybe the Daily Journal of Commerce could do an article on the plan. Mr. Bridges suggested that he and Dave Beam work on ideas for the content of the presentation, a timeline, etc. The next meeting is December 17th. Does the group wants to meet in December. If not, we could meet in January, which would give more time to develop the presentation ideas. Mr. Beam said that he had invited Patty Webb to come to the December meeting. Discussion was held concerning not holding the December 17th meeting. Kristen Horn said that she does not care. Not having the December meeting will give more time to plan. Mr. Beam said that he would send a copy of the materials and questions he sent to Patty Webb to the Committee members.

Ms. Horn addressed urban designs and promotions. One of the board members of the Downtown association has wonderful ideas.

Ms. Drabkin noted that the newspaper would be a good idea to solicit ideas for the Corridor.

VII. OTHER BUSINESS

Mr. Beam said that there was progress on the gateway project. He has heard from Dave Bishop (Regional ODOT Manager) and Don Jordan (District Manager), and they are in support of the idea of working out some deal regarding the parcel of land for the gateway area. He will update the Committee accordingly. Mr. Dwayne Brittell has done a preliminary draft of the design so they have something to illustrate the concept.

VIII. NEXT MEETING: The Committee decided to cancel the December meeting. The next NDRC meeting would be held on January 21, 2004.

IX. ADJOURNMENT

Passed by the NDRC Committee of the City of Newberg this 18th day of February, 2004.

AYES: 5 NO: 0 ABSTAIN: 0 ABSENT: 3
(list names)

*Drabkin
Daniels
Larson*

ATTEST:

Peggy R. Hall
NDRC Recording Secretary Signature

Peggy HALL *2-18-04*
Print Name Date