(NDRC) NEWBERG DOWNTOWN REVITALIZATION COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, SEPTEMBER 17, 2003 AT 7 P.M.

Approved at the November 19, 2003, NDRC Meeting

I. CALL TO ORDER

II. NDRC COMMITTEE ROLL CALL

NDRC Committee Members Present (9):

John Bridges
Dave Daniels
Sally Dallas
Kristen Horn
Louis Larson
David Mehler
Lon Wall

Absent:

Luana Behrens
Joan Drabkin

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 July 16, 2003 meeting.

Motion #1:	**Bridges/Dallas** to approve the NDRC minutes of July 16, 2003

Vote on Motion #1:	The Motion carried (7 Yes/2 Absent [Behrens/Drabkin]).

V. REVIEW CIVIC CORRIDOR FINAL DESIGN

Mr. Ryan Blume presented the revised drawings with the committee members.

Ms. Joan Drabkin appeared at the meeting at 7:07 p.m.

Mr. Blume addressed parking and sidewalk placement. At each intersection, there might be brick cross-walks except at intersection of First and Hancock Street. The 4 foot existing side planter strip was removed near Memorial Park. With the planter strip, there is room available for two- way traffic and a tree

tree lined planter strip down the middle of the street. The Committee opted to do angled parking (safer for pedestrians) and the speed limit is already 15 mph. They are also pushing existing trees back for a balance effect. Discussion was held concerning around the library area and a potential drop-off location for books, library users, etc.

Mr. Beam reminded the Committee that the streetscape design is just a marketing piece, and once funding has been provided a final design will be created.

Mr. Mehler said he foresees quite a bit of traffic backing up around the Library area once Central School is remodeled. The final streetscape design will be prepared by Mr. Blume including text descriptions.

Mr. Bridges said it would be nice to have a summary of streetscape design evaluation process. The Committee thanked Mr. Blume for his design concept work.

VI. DISCUSS DOWNTOWN IMPROVEMENT FUNDING OPTIONS

Mr. Beam said he would not review the urban renewal process since the Committee members already were familiar with the concept. Mr. Beam reviewed EID/BIDs. A remonstrance rate of over 33% of property owner within a proposed area would defeat its creation.

Mr. Wall said that EID/BID description from ODDA was useful. He commented on how up front and honest it was.

Mr. Beam defined EID (Economic Improvement Districts) and BID (Business Improvement Districts). Mr. Beam reviewed pages 9-16. These finance mechanisms are not for capital improvements.

Ms. Horn said that almost all of Oregon's downtowns are revitalizing primarily using this method to pay for a downtown.

Mr. Beam said the City of McMinnville has a EID. Fees are based on the square footage of the building, with a three tiered graduated system based on property location.

Mr. Bridges discussed EID/BID's and the use of funds for physical improvements downtown. Mr. Bridges said he would like to know what EID/BID's funds can pay for.

Mr. Wall said he was concerned with downtown management programs. He has had experience with a downtown association with Hillsboro. It was a mess because they spent a lot of the money on downtown management and did not appear to produce anything.

Ms. Horn said that most downtown management staff focus on working on business development and recruiting.

Mr. Bridges said that a tool to be selected should not be one that is exclusively to programming: It should also do physical capital projects. He wants some clarification on what capital projects can be done with EID/BIDs.

Ms. Drabkin said the McMinnville staff member did quite a bit of work.

Mr. Beam said Patty Webb, McMinnville Downtown Manager, had been in the program for a number of years and has worked with various funding mechanisms.

Mr. Wall said that he isn't convinced that improvements to downtown McMinnville wouldn't have happened without a downtown manager.

Ms. Drabkin said she had been in Mac before the downtown manager, it was depressed. Before Patty Webb, Malcom Johnson did a good job of getting things done. Joan said she lives three blocks from downtown. She said that the businesses have not complained about the assessments, but their rents are a lot higher. Discussion was held concerning the length a business stays in the location(turnover rate) and the quality of the businesses.

Mr. Wall said Patty works with the property owners and has a larger network and people know how to contact the downtown manager.

Ms. Drabkin said she disagreed that a certain type of businesses go in and out more often than others. Discussion was held concerning the cost to do business in the downtown area.

Mr. Wall said that from where he sits and studying the issue, MAC is not totally a better outlook than Newberg. We have very little control over the highway going right through the downtown area.

Ms. Drabkin said that there are a number of businesses that have remained a long time in the MAC downtown area. Discussion was held concerning the successfulness of the downtown area because of the downtown manager. Ms. Drabkin talked about businesses being attracted to the downtown area because of existing businesses.

Mr. Wall said that he is not sold on EIDs at this point.

Mr. Beam addressed the stability of businesses and the types of businesses that have been successful. Stability is a result of a whole lot of factors as noted by Mr. Wall.

Ms. Horn said that the City of Roseburg has a lot of money for downtown. Discussion was held concerning the Manager having a plan, doing research and helping businesses toward a good stability level.

Mr. Beam said he would get a list of cities that utilize the EID and BID processes and what sort of capital improvements can be allowed.

Tape 1 -Side 2:

Mr. Beam reviewed the BID process (a function of the businesses rather than property owners).

Mr. Bridges asked how many members are in the Newberg Downtown Association.

Ms. Horn said there are about 40 members with 20 renewals in the past few weeks. NDA membership fees are $20/year. Money is used for insurance, film, etc.

Mr. Bridges said he would like to know what the Chamber of Commerce's role is downtown The Downtown Association should focus on the downtown area. He said we need downtown association to work with the Chamber. The Chamber only spends on programs versus capital projects.

Mr. Beam said the Chamber has always been very helpful with downtown projects.

Ms. Horn said there is not a successful model where the Chamber managed the downtown area. The Chamber is looking at a broader area of the community, as well as the downtown. Ms. Horn said the NDA has a good relationship with the Chamber.

Mr. Mehler said there were conflicts in management and membership issues between Chambers and downtown associations. The Chamber saw a decline in membership with the active downtown association.

Mr. Bridges discussed a EID/BID cooperative effort. Discussion was held concerning a cooperative effort between the Chamber and a downtown management program.

Mr. Beam reviewed excerpts from successful downtown development design and management programs:

1. Fund-raising and Contributions
2. Volunteerism
3. Entrepreneurial Activities: Charging Fees for Program Management
4. Entrepreneurial Activities: Charging Fees for Services
5. Public-Private Partnership Ventures
6. Financial Downtown Management Programs
    - Special Improvement Districts
7. Leveraging Public or Private Funds for Downtown Programs
8. Centralized Retail Management
9. Special Public-Private Sector Agreements
10. Financing Capital Projects in the Downtown
    - Tax Increment Financing
    - Enterprise Zones
11. Loan Pools
12. Micro Loan Program
13. Linked Deposits
14. Mini-bonds
15. Revolving Loan Funds
16. Impact Fees
17. Incentive Zoning - developers to receive financial incentives usually to build at a higher density or floor area ration (FAR).
18. Soliciting Gifts

Discussion was held concerning funding options.

Mr. Bridges said a reasonable approach to take is to get more information on the EID/ BID. He wanted to know the number of members of the Chamber and how many are downtown.

1. Discussion was held concerning Chamber membership and expenditures on capital projects. He also wanted the Chamber's feedback on how a Chamber and downtown management program could work together to reduce costs and be most effective.

2. Volunteers

Mr. Beam said he will sit down with Ann Doran and discuss this issue.

Mr. Bridges said he would like to go through the finance mechanism list and decide which ones we may or may not use.

Mr. Wall said that he would like to know what percentage the number of property owners and which are just tenants and where they cross over. It would be good to know how many tenants and property owners they are dealing with.

Mr. Beam said he would take a survey, but that it may take some time. Mr. Beam asked if he could use the C-3 zone boundaries for the survey area, the Committee agreed.

Discussion was held concerning considering whether to leave or delete programs. Tax incremental financing was discussed.

Mr. Wall said that he would just leave it out right now.

Mr. Bridges said he would leave it in. It is the best financing resource and we are creating a list of finance tools we may use over the next 10 years.

Ms. Horn said we have to leave it in.

Mr. Wall said that loan pools could be a useful to business/property owners, it could be a useful tool, which is similar to EDRLF programs. Mr. Wall said the loan pools are important.

Mr. Bridges said he does not see the Committee convincing banks to participate in the loan pools. First Federal may be interested, but they do not foresee Bank of America or Wells Fargo in support.

The Committee said they liked the deposits, mini-bonds and revolving loan programs. The Committee agreed to leave these programs in as an option.

Tape 2 - Side 1:

Mr. Wall said he is not sure if impact fees is a bad idea or not, but is not clear technically how it would be accomplished.

Ms. Horn said it seems like an SDC process or something similar.

Mr. Beam said that transportation SDC fees are waived for downtown projects.

Ms. Horn said that costs related to business and development are already astronomical.

Ms. Drabkin agreed you cannot come back and hit the same person over and over again.

Mr. Bridges said we should eliminate SDC's from the list.

Discussion was held concerning leaving it in and further discussion and prioritization of the list and how they may fit in the future.

Ms. Horn said that people may be more willing to pay for improvements (such as for parking lots).

Incentive zoning

Mr. Beam said he thought the State of Oregon has some incentive zoning programs. Discussion was held concerning not being able to use enterprise zones. Mr. Beam said he believes the State has a new program working with builders on downtown housing and mixed use. The program provides tax incentives. Mr. Beam said he would provide additional information to the Committee.

Mr. Beam said he would compile a revised, shortened financing program list for the Committee to prioritize at the next meeting.

VII. ELECTION OF OFFICERS

Discussion was held concerning the purpose of having officers.

Mr. Beam said it would be easier to work with Officers.

Mr. Larson nominated Lon Wall as Chair.

Ms. Horn nominated John Bridges as Chair or Vice Chair. Discussion was held concerning who would be Chair and Vice Chair. Mr. Beam tossed the coin, Mr. Bridges won the toss and was elected to be the Chair. Mr. Wall agreed to be Vice Chair.

Chair Bridges asked if there was any additional business to discuss.

VIII. OTHER BUSINESS

Mr. Beam said that they have been working on gateway project at the east end of downtown. Public Works has placed grass there. City staff has tried to get control of the property from ODOT. It is a perfect place as a gateway to the downtown and would welcome people. ODOT not given a response to date. Mr. Beam said he has talked with someone at ODOT to try to come up with some kind of resolution. It's a perfect place for a welcome sign.

Discussion was held concerning getting a sign out there. Funding for the sign is being solicited from both the Kiwanis and Rotary clubs. The design of the sign would have to go through the design process and approval.

Dwayne Brittell has agreed to do a light design of the sign as a marketing piece.

IX. NEXT MEETING - October 15, 2003

X. ADJOURNMENT

The meeting was adjourned at approximately 8:45 p.m.

Passed by the NDRC Committee of the City of Newberg this 19th day of ~~October~~ Nov., 2003.

AYES: 6 NO: 0 ABSTAIN: 0 ABSENT: Berens (3)
(list names) Larson
Mehler

ATTEST:

Peggy R. Hall

NDRC Recording Secretary Signature

Peggy R. Hall 11-19-03

Print Name Date