

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE
MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, October 20, 2004 AT 7 P.M.

Approved at the November 17, 2004 meeting

1. Call to order

Chair John Bridges called the meeting to order at 7:00 p.m.

2. Roll call

Edward Hixon	John Bridges	Dave Daniels
Sally Dallas	Joan Drabkin	Kristin Horn
Bart Rierson	Dave Mehler	Lon Wall

3. Meeting Minutes - Approval of July 21, 2004 and September 15, 2004 minutes

July 21, 2004 -

MOTION: Dallas/Rierson to approved. (Unanimous). Motion carried

September 15, 2004 Minutes - Mr. Beam said there was no meeting in August, due to a lack of a quorum.

MOTION: Rierson/Dallas to approve. (Unanimous). Motion carried.

4. Public Comment

None.

5. Downtown funding survey - update

David Beam said that the downtown property owner/business survey had been mailed. He provided preliminary results. He also stated that the survey submission deadline was Friday, October 22, and he will provide final results for the next meeting. Of the surveys mailed, 251 of them were delivered. They were sent to the downtown business and property owners in the C-3 zone. Out of that, there were 30 returned surveys so far, which is about a 12% return rating for the survey.

John Bridges suggested that they wait to discuss the survey results until the process has been completed. Ms. Drabkin said she did not receive a survey. Mr. Beam said that he would send out one to Ms. Drabkin. Mr. Mehler said he just received his. Mr. Beam noted that he has received some feed-back on the survey. Discussion was held concerning sending out the final results in the meeting packet.

6. Civic Corridor streetscape survey

Mr. Beam said that in conjunction with the PowerPoint presentation, the survey participants will be able to mark their preferences on the handout tally sheets. Mr Bridges said the idea is to have the presentation last about 20-25 minutes. Included in the presentation would be a synopsis of how the survey was developed and what in-put that we are trying to get from the public. Tonight is a draft presentation of how we would do this. Mr. Beam ran through the presentation materials, slides, etc. Background information of project would include the process of how the draft streetscape design ideas were developed by the university students. The NDRC would be to making a recommendation to the City Council on streetscape designs, based on the students' work and the public input from the survey process.

Mr. Beam discussed how the PowerPoint slides would be presented and the various streetscape feature groupings. Discussion was held on how to present them in comparison format.

Mr. Rierson suggested that during the Riverfront Master Plan process, the participants in the public open houses used sticker dots to pick their preferred development alternatives. This was a simple way to identify the favorites. David Beam said that the PowerPoint presentation slides could be printed and put up on large poster boards for such an exercise.

Mr. Bridges said with the planned on more formalized meetings, this may not be a convenient format. Too many poster boards. Discussion was held concerning having a display of the selections where this method could be utilized. Mr. Bridges said we could use a combination of the poster boards and using the survey tally sheets for each participants to vote for their preferences. To reduce the number of foam core boards, we could use one board for each design group (benches and trash cans, bike racks, etc.)

Joan Drabkin discussed characteristics of the individual groupings.

David Beam reviewed the various groupings. :

1. Bench/Trash Can Combination
2. Bike racks
3. Bulb out treatments - low bushes, brick-work, mix of low bushes and trees, bench in middle, etc.

Mr. Bridges said that we need to develop a single script that can be used for all the presentations. Consistency in the presentations will also provide consistent input results from the survey participants. Mr. Beam said he was planning to develop a draft script and bring it to the Committee's next meeting for their review. The draft script outline would include an introduction, discussion about the student driven design process, and the goals of the survey. The presentation should be descriptive and neutral.

Mr. Bridges suggested that the response groupings in the survey form should have more space between them in order to allow for other comments to be made. David Beam said he would make this change.

4. Street Trees - Discussion was held concerning removing the two varieties of Ash trees and their problems with two additional "drops" per year. Ms. Horn said that she thought aphids liked ash trees as well. Discussion was held concerning siting characteristics. The Red Maple and Chanticleer Pear trees were currently being used in the downtown area. David Beam reviewed the characteristics of the various tree options and their heights.

David Mehler asked about the use of conifers. Concerns were raised about shallow roots which tear up sidewalks and weakness in storms. Discussion was held concerning finding some discreet areas where they can be used, but not part of the general street tree plan. Mr. Bridges said that the conifer trees at the library and Hess Creek Park are bid and cool.

Mr. Mehler stated that he felt the PGE substation area would be well-served to have the larger trees as a visual buffer. Discussion was held concerning improvements to the landscaping in this area. Type of landscaping along Howard Street at the substation may depend upon whether or not the parking lot is developed there, as described by the streetscape plan. Mr. Bridges asked if some conifers should be placed in certain areas. Ms. Horn said she does not envision conifers as street trees in the downtown corridor. Mr. Bridges said that evergreens are part of the downtown setting in Hillsboro around the courthouse, and they look fabulous. He does not feel strongly about this issue, and he is fine with not including conifers in the survey.

Mr. Bridges said the best thing to do is to keep the conifer selection off the survey at this point. He asked for volunteers to help write sections of the presentation script.

Benches and trash cans - Joan Drabkin
Bike racks - Kris Horn
Introduction and intersections - John Bridges
Street trees - Bart Rierison

David Beam said he would mail out to everyone the respective parts of the survey that they were writing about. David said he would get this information out by the end of the week.

John Bridges began discussion of the draft list of venues in which to do the streetscape survey. If a committee members wants to be a presenter at a certain venue, please let David or John know. Joan Drabkin said maybe First Friday would be a good venue. City Hall could be used for this purpose, unless there is a prior commitment for the facility. The former Kincaid Gallery may be available if the remodeling contractors are done. John asked what the time frame would be to complete all the survey presentations? David said that we might be able to get them all done by late spring of next year. Kris said she could make a presentation to the Yamhill County Association of Realtors, which meets every other month. Joan Drabkin said she may be able to organize the First Friday setup. Joan said she will no longer be on the NDRC after December, but can still be available for future assistance.

Kris Horn asked if the Riverfront Plan had been presented to the City Club. David said he believed he had done so. The City Club usually has presentations that are longer than the survey would be.

Tape 1 - Side 2:

Discussion was held concerning pairing this survey with a presentation on the current status of the new Cultural center. Kris and Sally said they would work with the CPRD to develop a co-presentation at City Club. Bart Rierison said he will do the streetscape survey portion of the City Club presentation. Discussion was held concerning doing some sort of mailer in a newsletter or insert for the survey.

John Bridges said he would do the presentation to the City Council and the Planning Commission and would help with Kiwanis and Rotary presentations along with David. David Beam could be available to assist at any of the presentations. John Bridges said it would help to have a self guided presentation and survey to be used at static presentations, like at the library. For inclusion in newsletters, we could direct people to a website, where they could see the presentation and fill out the survey. The cost of mailing out a survey independently would be too expensive. Also, have the survey cross cross-linked from other websites, like

the library, the Chamber, School District, the Hospital, etc. John asked if there was a mechanism to set this up on the City's website. David said he will work with John Bridges to better refine the venues list.

7. Other business

David Beam handed out copies of a letter from the City supporting the grant application from the Newberg Downtown Association (NDA) to the Yamhill County Cultural Coalition. The request is for funding for a second set of decorative banners for the downtown. David reminded the Committee that the City had already received grant funding to put up brackets and banners in the C-3 zone. This project included a strong partnership with George Fox University. At this point, GFU art students are preparing proposed designs for the banners. They expect to display some of the best designs at the First Friday Artwalk in December to solicit public input. If the NDA is successful in getting the grant funding, the second set of banners would not have any reference to GFU on them, like the current set of banners being developed. The second set may be developed through some kind of community-wide competition. If the grant request is accepted, the Newberg Downtown Association needs to gather matching funds from local contributors. They should hear back in about 3 weeks about the grant request.

Bart Rierson said maybe they could sell sponsorship of banners like the animal shelter did for selling bricks, etc. Discussion was held about how ODOT, PGE, and Councilman Robert Soppe have also been involved in the banner project for the past 3-4 months. If we could buy a set of banners for old fashioned days, etc. through sponsorships, it would seem a natural for businesses to buy them. The newspaper would reflect the names of contributors, as we have to watch what information is placed on the banners. David Beam said that they appreciate us bringing them into the process (ODOT and PGE). They are also working with the fire department personnel (Al Blodgett) on the banners to avoid any conflicts with the holiday decorations. Discussion was held concerning borrowing the bucket trucks, etc for installing and maintaining the banners and brackets. GFU has something like a bucket truck, but it isn't very efficient. Maybe Hertz would be interested in donating a bucket truck. City Public Works people are working with the banner group to resolve this issue.

If we are successful with the grant request, it will be good to open the banner design for all ages to participate. Hopefully, we will get a lot of citizen input. Depending upon the design, they could go after the winery association for sponsorships. They would support something like that. David Beam said that ODOT and PGE were adamant about not having private business advertising on the banners. However, the design could have a graphic design that alludes to the wineries. John said the goal is to have a variety of banner types to be displayed year-round. One of the key costs in having multiple sets of banner is the maintenance. To rent a bucket truck is very steep and cost prohibitive. Council also has to budget the funds to maintain the banners, both materials and staff time. Kris said GFU and Public Works would both like to own a bucket truck, as they see many uses for them. They are too expensive to rent - \$1500 for a month minimum.

8. Next Meeting - November 17, 2004

David Beam said the terms for Joan and Sally on the NDRC expire at the end of the year and asked whether they are interested in re-applying for the positions. Sally and Joan said they did not think they would be. The applications and notices for the committee openings will be advertised soon.

9. Adjourn at 8:10 p.m.

John Bridges adjourned the meeting at 8:10 p.m.

Passed by the NDRC Committee of the City of Newberg this 11th day of November, 2004.

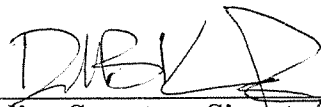
AYES: 7

NO: 0

ABSTAIN: 0
(List Names)

ABSENT: 1
(List Names) Lon Wall

ATTEST:



NDRC Recording Secretary Signature

DAVID B. KING, JR. 30 NOV 06

Print Name Date