

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

**Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, January 21, 2004 AT 7 P.M.**

minutes are subject to approval at the March 17, 2004 meeting

I. CALL TO ORDER

II. NDRC COMMITTEE ROLL CALL

NDRC Committee Members Present (9):

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

Absent: 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. Meeting Minutes . Status Report

Mr. Beam said he was reviewing the draft sets and was hoping provide October, November and January meeting minutes at the next meeting.

V. McMinnville EID - Discussion with Patti Webb Director of McMinnville Downtown Association and Jeb Bladine, President of the News-Register.

Chair Bridges thanked Ms. Patti Webb for attending. Mr. Bridges reviewed the City's downtown revitalization efforts over the last few years. He discussed the City's ballot measure election reversing the formation of an urban renewal. The City Council then appointed the NDRC advisory committee with a mission to find ways to revitalize the downtown area. The former urban renewal district committee realized that they needed to develop an overall

downtown development plan what the area should look like before we start spending the URD funds. They also did not want to spend a lot of on planning. This is one of the reasons they look into utilizing university students. Since the NDRC was created, the Committee has created a civic corridor streetscape plan, with the help of the UO students. The Committee has also looked at funding mechanisms for downtown improvements, such as EIDs, BIDs, small revolving loan concepts, grants, etc. They wanted to talk to Ms. Webb about McMinnville's EID. The Committee is taking the approach to identify a half dozen funding routes to make improvements to the downtown.

NDRC members and guests introduced themselves.

Patti Webb- Manager of McMinnville. Has been in McMinnville for 10 years.

Jeb Bladine - President of News Register and involved in the McMinnville downtown efforts. He has been involved with EID since its formation back in the 1980s.

Kris Horn - President of Newberg Downtown Association,

Louis Larson - Retired, serves on various city committees like rate review, budget, finance. Participant of local Home Owners Association.

John Bridges - Chair of the NDRC, has a business downtown.

Lon Wall - City resident and McMinnville businessman. Owner of Corvair Underground.

Sally Dallas - Business owner and owns downtown property.

Dave Mehler - Owner of Coffee Cottage and lives downtown.

Ms. Webb and Mr Bladine began answering some the Committee's questions that were sent to them prior to the meeting regarding McMinnville's EID.

Mr. Bladine said the assessment fee is based on square footage of land area, because it never changes. They set up 3 assessment zones: core, area surrounding and the extreme areas. (fees of 4, 2 and 1 cent a sq. foot, respectively.) Discussion was held concerning vacancies

The fees have been raised to about 6, 3 and 1.5 respectively over the years. The zone 3 has been eliminated. Fees are not charge to residents, churches and government. They also exclude parking lots and non-profits. Discussion was held concerning parking lots fees.

The McMinnville Downtown Association (MDA) also collects fees from businesses on a voluntary basis to pay for promotions and networking opportunities. This is a separate fee from the EID fees. Ms. Webb raises a lot of money through the promotions efforts, such as through

brown bag concerts. Ms. Webb said there are about 150 businesses downtown, and that about 75-80% are members of the MDA, bringing in about \$11,000 to their membership fund.

As for the EID, the property owners pay the assessment to the to the City and the MDA administers the program. There are 127-130 assessed properties, with 91 property owners - Average annual assessment is \$383.

Mr. Bladine said their local property ownership is strong. Discussion was held concerning a mandatory EID. Mr. Bladine said that most people have gone to a voluntary EID and a property owner can opt out of the EID prior to its beginning. Those who agree to be part of the EID must participate for the life of the EID. If more than 1/3 of the property owners remonstrate, then the EID fails. The original remonstrance rate in McMinnville was less than 10%. The city created a historic district. A successful EID takes local ownership willing to help, that want a strong downtown, and a Council that is supportive. The City has given \$12,000 per year to the EID and does not charge for administrative expenses. If their property is assessed - it would be assessed \$10,000. After the first 10 years of hard work, there has been a real strong movement of downtown business remodeling and reconstruction.

Mr. Bladine said they hand picked the first Board of Directors for MDA. It was a great board that enjoyed the process and they were aggressive. This started in the Spring of 1986. They found out the McMinnville's most recent improvements occurred through the formation of an LID. Getting the local newspaper involved and supportive of an EID is important.

Ms. Horn said just a few years ago, Newberg's downtown had a 17% vacancy. This was one of the reason's the Newberg Downtown Association (NDA) was formed. Discussion was held concerning BID's and EID's.

Ms. Webb said that part of her job is to build relationships with business and property owners, both in and out of the downtown area. Ms. Webb said one of her principal tasks is to bolster existing businesses as well as recruit new businesses. This helps keep the downtown vacancy rate low. It is important to have property owners supportive of an EID if it is to be successful.

Mr. Bladine recalled his first conference regarding Newberg's downtown. Bill Naito, a major supporter of downtown development, spoke at the meeting. Mr. Bladine recalled a big discussion about the poor trees housed in cement bunkers. Newberg has done some terrific building improvements. He would like to see two-way streets in downtown Newberg someday in the future. Discussion was held concerning downtown couplets. High traffic speeds don't lend themselves to a small historic downtown area like Newberg's .

The Committee asked if the MDA had some type of multiple year plan. They also asked if the MDA had any quantitative analysis that measures the "success" of their EID. Mr. Bladine said the MDA had a goal setting process for the downtown done through a the city appointed Task Force in 2000. City was ready to put money into implementing the plan, but tax revenues started

to drop off. They do have a long term plan. Discussion was held concerning remodeling properties. Mr. Bladine said they have a low downtown vacancy rate. There was about a 12 business closures last year for one reason or another. However, they had 14 new businesses come in, for a net gain. They now have about a 1.45% vacancy rate.

Ms. Webb said some businesses still struggle. Some of the downtown's client base comes from outside of the community, such as from Salem. They are constantly trying to attract more people downtown, tourist as well as regular retail. The Wine Country Garden Nurseries hung flower baskets and provided water faucets so they can plumb them for watering. They paid for ½ the costs of the baskets and the business owners paid for the other part. There is a \$200 initial expense to install the baskets and \$100 per year fee after that. Ms. Webb said they have gone to the local garden clubs for donations.

Mr. Bladine said there are problems with the sidewalks, such as trees tearing up sidewalks. Discussion was held concerning good signage and flower pots being important.

Ms. Webb said suggested that the EID funds pay for a manager. Ms. Webb provided some of the MDA's budget sources: \$47,000 from the EID assessments, \$12,000 from City, and \$11,000 from member dues and promotions. Ms. Webb said there is an \$55,000 promotions budget arising from downtown promotion sales, concerts and business sponsors.

Essentially, none of the funds are used for physical improvements. However, the design committee plans on using some EID funds to install better street lights on one city block. Mr. Bladine said they may be able to get some funds from the Oregon Cultural Fund.

Ms. Webb presented a slide presentation regarding downtown McMinnville issues and how they have been improved.

Discussion was held concerning the McMinnville downtown design review committee, which is appointed by the McMinnville City Council. Discussion was held concerning their design review ordinance.

Ms. Horn said that the signage is much lower than Newberg's. Discussion was held concerning the height of the sign - Mr. Beam said it is 8 foot minimum height for signage hanging over a sidewalk, per state construction code.

Ms. Webb said that the MDA has offered some money to help improve the facade of Oregon Stationers. Discussion was held concerning awnings. Ms. Webb said that the design committee worked toward having street banners created that say "Historic Downtown McMinnville in the Heart of the Wine Country". The local wineries donated \$100 per banner.

The MDA has also worked with ODOT to have historic district directional signs installed at a cost of about \$350 each. They also pay \$50 per year to have the signs maintained.

The MDA also supported special events, like the UFO festival and brown bag concerts in the summer. Discussion was held concerning holding something like a brown bag concert around Central School. The MDA also sponsor's a Farmer's Market on Thursdays, which average 30-36 vendors.

Tape 2 - Side 1:

Ms Webb talked about their promotions connected with last summer's Antique Air "Fly In", which was not as prosperous as expected. She also discussed their annual Christmas time promotions in the downtown.

Ms. Webb said she spends a lot of time with the Design Committee and promotions work. She has a part time assistant that works 10 hours a week.

Mr. Jeb Bladine said it is important to have a downtown board that stays together and supports the director's efforts. You have to be careful not to put someone on the board that destroys the organization.

Ms. Webb noted issues between the MDA and the Chamber. There is no feeling of competition. Between them, as they serve different functions.

Mr. Larson asked about the level of support from the City Council for the MDA.

Mr. Bladine said he felt they have good support. The City picked up the EID administration costs and also have contributed \$12,000 per year to the EID. Discussion was held on how the Cozine House, the MDA's office, was donated to them. Ownership of the house obviously reduces overhead costs.

Ms. Horn mentioned that there was a downtown managers roundtable workshop coming up and she was planning to attend. Discussion was held concerning having appropriate staffing for a downtown management program. Ms. Horn said that one of the staff's main goals should be to work with existing businesses and help recruit new businesses.

Mr. Bladine stated that while they have had to overcome many obstacles, he feels they have achieve many successes.

The NDRC thanked Patti and Jeb for joining then for this discussion.

VI. Civic Corridor - public awareness effort

Mr. Bridges said that David B. has stated previously that the new Corridor streetscape plan is more of a promotional/ marketing too, but would like to refine it to an actual plan that the Council would approve. Mr. Bridges discussed the importance of an actual plan. For example,

periodically the city will spend money on improvements downtown, such as buying new trashcans. Such improvements should be consistent with a defined streetscape plan. A defined plan would also make it easier for the City to secure grants for downtown improvements. Mr. Bridges laid out a proposed 4 phase process to develop a defined streetscape plan:

Phase 1 - This phase is mostly completed. The draft streetscape plan has already been done. A record of decisions should be created as well as a written description of the plan.

Phase II - Community input phase. Show the draft plan to city staff and different community groups. Administer a survey to the participants to get an idea of preferred design elements from the community. Develop a record of the process.

Phase III - Refinement and approval process. NDRC reviews survey results and develops a recommended refined plan. Recommended plan is presented to City Council to consider for adoption.

Phase IV. - Promotion phase. Go back to community groups to present final, adopted plan.

Mr. Bridges said he is going to attend the February 2nd Council meeting to present this plan by the committee and get any feedback they may have. Mr. Bridges said the civic corridor will be considered a roadmap or theme for the rest of the downtown area.

VII. Other business

Mr. Beam said 3 committee member's terms had expired. Dave Mehler, Dave Daniels re-applied for the committee. Ms. Berens did not reapply. The Council approved reappointing Mr. Daniels and Mr. Mehler. The Committee is still one member short, so he has re-advertised the vacancy. Applications are due February 11, 2004. Council will review the new applicants on March 1, 2004. The vacancy has also been announced through the Chamber of Commerce and the Downtown Association weekly email.

Mr. Wall asked about the survey of property owners in the C-3 zone.

Mr. Beam said he did the survey a while back and reported the results to the Committee. Mr. Beam said that the number of owner occupied businesses was higher than expected.

Mr. Beam mentioned that the City's strategic planning process with CPRD, Newberg School District, Yamhill County, and Dundee is coming to a close. The point of the plan is to develop a plan so that local resources can be shared and used more efficiently. Mr. Beam said there is a draft version available. He found a draft copy and distributed it to the members. He said the document addresses the downtown area only in general terms. The document is in a review and comment period.

VIII. Next Meeting February 18, 2004

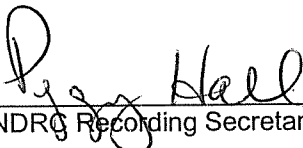
IX. ADJOURNMENT

The meeting was adjourned at approximately 9:15 p.m.

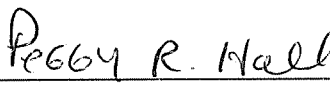
Passed by the NDRC Committee of the City of Newberg this 17th day of March, 2004.

AYES: 5 NO: 0 ABSTAIN: 0 ABSENT: wall
Larson
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ATTEST:



NDRC Recording Secretary Signature



Print Name Date ____