(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, FEBRUARY 18, 2004 AT 7 P.M.

minutes are subject to approval at the April 21, 2004 meeting

I. CALL TO ORDER

II. ROLL CALL

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

Absent: Joan Drabkin

III. PUBLIC COMMENT - None

IV. MEETING MINUTES: Approval of October 15, 2003 and November 19, 2003

MOTION: Horn/Wall to approve October 15, 2003 minutes. (7 Yes/ 1 Absent [Drabkin]). Motion carried.
MOTION: Dallas/Horn to approve the November 19, 2003 minutes. (7 Yes/ 1 Absent [Drabkin]). Motion carried.

V. CIVIC CORRIDOR - Public Awareness Effort

Mr. Bridges said he went to a City Council meeting to describe the direction and proposed activities of the NDRC. He described the proposed development phases of the Civic Corridor plan and how it could be used as a prototype for streetscape work for the whole downtown area. The next phase is for public information and public input on the plan through a survey of preferred design elements of the streetscape. The thought is to take it out to City staff, Panning Commission and other city departments and civic groups for feedback, like the senior center. The presentation would be about 20-25 minutes in length. This work will be done with many civic type groups, like Rotary, Kiwanis, City Club, etc. The program will include a brief history of project, the draft design drawing of the civic corridor, implement the survey and describe the purpose of the survey. The is now developing ideas of what they would be surveying on such as streetscape furniture. The presentation should be on Power Point. Short question and answer period after going through survey. David Beam and John Bridges will go through the survey results and present them to the Committee. The Committee would develop a recommended Civic Corridor streetscape plan. The Committee would then present the recommended plan to the City Council for their consideration of adoption. With an adopted plan, anything in the future that the City purchased for the downtown streetscape would be consistent to the Civic Corridor plan. Discussion was held concerning the replacement of the tree blown down in the recent storm in front of

Chehalem Youth and Family Services. Ms. Horn said it would be a good idea to replace the trees consistent with the surrounding trees, even if they would be years apart in age.

Mr. Bridges said he has been given the permission to use staff to prepare the presentation. He and staff will come back to the Committee in the next few months with a draft of the program materials and presentation. Over the coming weeks, he asked Committee members to think of good places and groups to do the presentation.

Ms. Horn asked that when we are surveying about design elements such as trees, are we going to have unlimited options for "a tree" or do we need to narrow it down for the survey participants? Mr. Bridges said in describing the civic corridor, it has multiple kinds of trees, some are of certain design due to location/purpose and proximity to Central School. Discussion was held concerning the pros and cons of some types of trees suited for certain areas (fall/summer type trees drop their leaves 4 times a year, etc.) Ms. Horn said we need to be aware of the way trees grow, i.e. its root base and their effect on sidewalks, etc. Discussion was held concerning alternatives to root problems. There are some limiting factors in deciding the types of trees. Mr. Beam said there may be multiple groups of types of trees which could be considered.

Ms. Horn said that the Public Works Department has started replacing garbage cans in the downtown and noted that they appeared to be expensive.

Mr. Beam said they are being replaced at such a slow rate due to their high cost. By the time the City is purchasing trash receptacles according to the adopted plan, the existing receptacle could be relocated and grouped together in a discreet location of the downtown area. The former URD Committee had looked into styles of trash receptacles.

Mr. Bridges noted we should not be locked into one certain type of tree.

Mr. Beam opened the discussion regarding lighting. He stated that there exist a wide range. He asked if the survey should give choices in lighting of just stick with the new lighting style on Hancock Street. Discussion was held concerning the consistency of the vision of the downtown area (turn of the century - stick with that).

Mr. Bridges said the process should be to define the theme. Part of the process is to take into account that a significant investment has been made downtown into lighting. When they worked on the sign code for the downtown area recently, they talked about not restricting lighting styles to turn of the century, because no one really knew what style(s) were included in that period or how long that period covered (span of 50-60 years in terms of style and design?) The options should not be just the turn of the century, but maybe a theme that is 50 or more years of styles. The Committee agreed not to have the concrete trash cans with metal tops.

Ms. Horn said we can incorporate many styles and eras which would look good with the lights on Hancock Street.

Mr. Wall said what we may call Victorian may be considered modern by others.

Mr. Bridges said that by next month we should have a more developed draft of the Civic Corridor program for further discussion.

VI. FUNDING DISCUSSION

Mr. Bridges said funding should also be part of the Committee's discussion. The Committee needs to have a strategy that includes many types of funding mechanisms. He felt that since the Committee has already had a fairly deep discussion about EID's and BID's, the Committee should have a discussion whether or not to continue pursuing either of those funding mechanisms.

Mr. Wall said that it would be good to find out from people who own downtown property would react to a proposed EID. If we think it would fly with the property owners, then we should move forward.
Ms. Horn said she was against forming an EID if the limited amount of revenue raised by an EID were intended to be used for capital improvements. Forming an EID would require a lot of influence to make it successful. It takes a lot of hard work and hours with a committed group to talk with the property owners. However, she stated that EID's are the most successful means of financing downtown improvements through management. In the long run, there will have to be a paid staff. EID's have been proven to be the most successful way to get paid staffing. She does not object in principal to setting up an EID.

Mr. Mehler said McMinnville uses an EID to fund the downtown coordinator and he agreed with Ms. Horn in that it would be a hard sell to use the funding to finance capital improvements. It would be an effective way to hire staff that could work with the property owners and coordinate the City. The reservation he has is that setting up an EID would be a hard sell. He knows a few property owners. He feels that it is interesting to note that McMinnville's downtown representatives said that they were driven to do this. He does not see a wealth of deep pockets in Newberg to help fund this.

Ms. Dallas said that she has seen what Patti Webb (McMinnville Downtown Director) has done and if the idea was presented properly, the EID may fly with local land owners.

Mr. Beam mentioned other advantages of an EID. Paid downtown staff could help find additional funding (grants, etc.). After some time of success, the paid staff may be able to sell an LID.

Mr. Wall said he too had concerns about suggesting the idea of hiring someone who is not accountable to anyone. The director should be accountable to the land owners. Hiring the director should only be the first step. A good director would take the job to the next level, such as raising additional funds for the downtown. As fir using EID funds for capital projects, it would be difficult to sell.

Discussion was held concerning strategies to establishing an EID. You have to have good responses to people's objections. Patti and Jeb spoke of the importance of getting a group of property owners onboard that will carry the message. In their particular case, they had other issues to deal with, such as a 17% vacancy factor. They were starting from a different point than we would be.

Ms. Horn said a lot of property owners will be working with a 100% occupancy in Newberg. They have to approach the idea and structure it differently.

Ms. Dallas said that a staff person would be beneficial to reducing the turnover of tenants and in marketing the downtown area. The staff person could help being in a marketing plan. Discussion was held concerning a board that consisting of business/property owners that is part of the EID that would oversees the staff person's work.

Tape 1 - Side 2:

Mr. Bridges said that the Committee should put together a road map of persuasive argument to counter and negatives points that may be brought up. Discussion was held concerning the list of property owners in the Newberg. Ms. Horn said that one argument we are going to hear is "but McMinnville does not have Highway 99W going through it". Discussion was held concerning other successful towns. Ms. Horn said that with towns that have state highways that go through them, their directors have a good relationship with ODOT. Future plans are known.

Mr. Bridges also said that it would be helpful to have a list of property owners. There are likely to be property owners that own more than one tax lot downtown.

Mr. Beam said he would get a list of property owners together and make it available for the next meeting.

Ms. Horn said you can get the list together in two formats: mailing and by street. Discussion was held concerning identification of who owns what property, etc. Ask the title company if they can do a map of the downtown area. The tax lot numbers are not sequential on the street. Ms. Horn said if we can get the street number list, we can fill out the information on the map.

Mr. Bridges said another point to consider is that the McMinnville City Council contributes funds their EID. This would probably would not happen in Newberg. Discussion was held concerning the City administering the EID. Discussion was held concerning the process of initiating the idea. The initial investigating committee would need to create guidelines and come to a consensus on the type of process.

Mr. Mehler said that if the City does not go along with the EID idea, there would be a problem with getting the property owners to agree to it.

Mr. Bridges said that seeing if the City would administer the EID without charging fees should be part of the initial dialog. He also said he still wanted to see a property value comparison between Newberg and McMinnville from 15 years ago and today's values. The comparisons would be between McMinnville's downtown, Newberg's downtown, and McMinnville's 99W commercial area. He would not hesitate to go to the city and ask for free administration.

Mr. Bridges said that they needed to set something like a "blue ribbon committee:" a core group of people to develop a strategy and further define the mission of downtown staffing.

Mr. Wall said that full time staffing should be working for promotions and grant writing. This person can find money to invest into the downtown area rather than just from taxes. We need to have a person that will meet specific objectives.

Ms. Horn said we would have to know what method of assessment we were going to use and be able to calculate the amount of assessment for individual property owners.

Mr. Beam said he will provide to the Committee Patti Webb's job description, salary etc.

Mr. Bridges said he wanted to see ideas and use Ms. Webb's job description to use as a template for any future downtown manager for Newberg. Ms. Horn and Mr. Wall volunteered to prepare a draft job description and duty guidelines for a Newberg Downtown Manager.

Mr. Bridges said he would like to get the Committee's opinion on preferred funding strategies for capital improvements.

Mr. Wall said we have to first demonstrate to folks that we are accomplishing something before we can move forward. We have to have more than a just a plan. We should accomplish some things that are do-able right now.

Mr. Mehler asked what kind of grants would be available from ODOT?

Ms. Dallas asked if there was some urban renewal money left over.

Mr. Beam said no.

Ms. Horn said we should move forward with the plan to establish an EID, whose funding would be used for staffing downtown with a director. She felt we needed to accomplish this task. She also asked whether or not there would be funds available from ODOT that has not already been tapped. She said Dundee is working with ODOT money for their revitalization and part of the transportation plan - primarily the downtown area. How can we tap into that?

Mr. Beam said those funds were being used to make highway improvements on the east side of Dundee.

Mr. Mehler said that ODOT does not have pockets of money. However, he believes that we did not fight for what we needed to have in Newberg before the 99W reconstruction project started. He knows that ODOT has committed to helping with traffic in downtowns. We have a right to ask for changes. He's not sure if we can get anything, but it does not hurt to ask. Discussion was held concerning the transportation planning meeting.

Mr. Beam said that the City has attempted to get grant funds from ODOT for downtown improvements, through such programs like T-21. Most of these grant programs are very competitive and very political. Mr. Beam said it is important to get strong influential people on the boards that make the selections of projects that get funded under these programs.

Ms. Horn said if we get funded the first time, it improves the odds that we would get a second pot of money. Ms. Horn noted the City of Lebanon and how they handled this type of funding.

VII. OTHER BUSINESS

Mr. Beam handed out the background information about McMinnville's downtown that Ms. Webb had provided to him. Mr. Beam also noted that there is still an opening on the NDRC and that they were accepting applications. The Council will consider applications to fill the NDRC position at the March 1st meeting.

Ms. Horn noted some information that had been discussed at the last Newberg Downtown Association (NDA) meeting. GFU is going through the process of changing their logo to better brand and market the University. This is the same issue that the City and the Chamber has already talked about doing lately. GFU also said they possibly would like to hang some decorative banners on Hancock Street. The hardware is very expensive. She also felt that we should get them involved in our planning efforts, including streetscape improvements. It was brought up that if banners are being planned, ODOT and PGE would need to be consulted.

Ms. Dallas wondered how McMinnville is allowed to hang banners across the highway and we are not. The proposed GFU banners would be put on the new streetlights, which are leased to the City from PGE.

Ms. Horn said that we should work with GFU regarding the banner idea. What does the group think about this proposed project? We should tell GFU what we want to do.

Mr. Beam said McMinnville's downtown banners are sponsored by different wineries. Maybe GFU could by banners that show designs of different seasons and also include their new logo on them.

Ms. Horn said GFU wants more visibility and PR. Ms. Horn said they talked with Rob Felton (GFU's Public Information Director) about the banner idea and ask him how we should proceed.

Mr. Wall said we used to have a sign "Welcome to Newberg, home of the Quakers." The identify of Newberg was of a paper mill, farming, and GFU, The college has a pretty low profile these days They could once again be a key player in the City's identity. We should encourage GFU in there efforts to raise their profile.

VIII. NEXT MEETING - March 17, 2004

IX. ADJOURN

Chair Bridges adjourned the meeting at 8:30 p.m.

PASSED by the NDRC Committee of the City of Newberg this 21st day of April, 2004.

AYES:	NO:	ABSTAIN: (List Names)	ABSENT:

ATTEST:

Peggy R. Hall

NDRC Recording Secretary Signature

PEGGY R. HALL
Print Name

4-21-04
Date