

**(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE
MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, July 21, 2004 AT 7 P.M.**

minutes are subject to approval at the October 20, 2004 meeting

1. Call to order -

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

2. Roll Call:

Attendees:	John Bridges	Kris Horn
	Edward Hixon	Sally Dallas
	Lon Wall	Bart Rierson
	Joan Drabkin	

Absent: Dave Mehler

3. Public Comment

4. Meeting Minutes - Approval of May 19, 2004 Minutes.

MOTION: To approve the May 19, 2004 minutes. [7 Yes/ 0 No/ 1 Absent] Motion carried.
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6. Downtown funding mechanisms - continued discussion.

David Beam – Checked to see if the members received the 2 maps that broke down the downtown into zones. He then proceeded to explain the different options for raising downtown improvement funding, depending on which assessment method they might choose to use. He gave examples for two different addresses 214 E. First St. and 616 E. First St. The purpose of reviewing the different assessment methods was to see which ones would provide the committee the means to reach their goal of getting enough money for a downtown manager. Different ways to assess properties are based upon the tax assessed value of the property, on the size of the parcel, or on the size of building on the property.

Joan Drabkin - Could you explain the difference between parcel area and building size?

John Bridges - Parcel area is the land size and building size is the size of the building footprint.

We have to look at what is our goal of what we want to have as a salary level. I thought we were looking to raise about \$40,000 and feel that is an accurate amount for a salary for that position. So if we take all parcels in zone C-3 that would raise \$48,000, or the buildings which are in the same zone would raise \$35,000. I did some calculations by differing the amounts of assessments to the building areas. There are multiple ways to using these assessments to get to our goal of \$35,000 - \$40,000 and I don't personally have a preference.

Bart Rierson - Since we are looking at different ways to raise money, do you think \$40,000 will pay for everything, salary office space and supplies or is the City going to pay for that?

John Bridges - the purpose of this exercise was not to necessarily say \$40,000 but to see how we could raise the money.

Kris Horn - I think it is in the high end of salary range.

John Bridges - \$40,000 might cover some of the other costs also but it was just a starting place. What seems to me to be the least attractive approach would be to use the assessed value method. People think of high numbers when they think in terms of some portion of \$1000 of assessed value.

Joan Drabkin - The assessment values can always change.

John Bridges - Another reason assessed value is unattractive is because the values will change. Less stable.

Joan Drabkin - Then the EID/BID charges won't stay the same either .

John Bridges - You don't want to change rate so much too much, as it will kill your local support.

Bart Rierson - Parcel area seems to be less fair than building area, especially with people with parking. We want to encourage parking; don't want to penalize owners that provide something that everyone downtown can benefit from.

John Bridges - Even if the off-street parking for their own benefit then they are not utilizing street parking .

Lon Wall - It would make more sense to base on size of structure. Most business are going to be generating income based on the size of the building itself. Usually the bigger the building, the bigger the business. The problem with assessed value method is that there could be a built in dis-incentive to improve they property. That is probably the last thing we want to do.

David Beam - So far, we have only been discussing assessing the footprint of the building, not the square footage of the building.

John Bridges – That's the ground floor footprint.

Joan Drabkin – I am opposed to the EID. I also question now, after my renovation, the necessity of a downtown manager .

John Bridges - Are you talking in regards to getting renters or visitors?

Joan Drabkin - What I see Patty (McMinnville Downtown Manager) doing is get renters in.

Kris Horn - She spends more than half of her time on promotion.

John Bridges - I don't think the problem is getting renters. It is getting renters that you want downtown and that will stay in business. Creating a good mix of business. I think there is an importance to other owners to make sure that those business you encourage to be in downtown have the dynamics to enhance the area.

Joan Drabkin - I have taken the initiative to do that. I would to just improve my building instead of paying the tax.

Kris Horn - I believe that a downtown manager would be valuable. However, I think Joan is representative of the majority of the property owners. We were going to poll the property owners. Have we done that yet?

John Bridges - No. We need to have some idea of what we are trying to accomplish before we do the poll. I think we would have negative response right now without more information to show them.

Kris Horn - I think we will get a negative response any way. What I hear from other downtown owners is basically the same as Joan Drabkin's view. Wasn't something like this tried a few years ago?

John Bridges - If we can't try something every 10 or 20 years, how will we know if we can be successful or not?

Kris Horn - If you don't have a good chance of getting a positive response, it messes it up for future tries (perceived failures).

John Bridges - I agree that you don't want to follow through and spend a lot of time if you are not going to have a good chance. However, what is the alternative? I am willing to spend some of my time to have a good presentation and provide something to the public. Joan, I have not heard you give your disapproval for this idea in as big a way as you have tonight.

Joan Drabkin - I have always had my doubts about this funding idea. I am now especially concerned about the idea, now that I am actually in the midst of building renovation, putting the money back into the building.

Edward Hixon - I have a concern. Do we actually have an objective for hiring the manager? We need to set clear, obtainable objectives. We don't know how much money we will need because we don't know what we are funding.

John Bridges - It's kind of the chicken and egg sort of thing. We could draft what we think dollars are necessary and some semblance of job description. But then ultimately it is not this body that gets to make this decision. There would be a committee formed by the City Council to create the goals and policies and how money would be spent. It makes sense to me that the property owners would be the ones on the committee.

Joan Drabkin - This is the first I have heard of a committee

Kris Horn - I didn't understand it to work that way. The city usually hires the downtown association to do it.

John Bridges - I think it is the property owners' right to be in charge of the manager.

Joan Drabkin - What makes you think the council would approve of this?

John Bridges - They would appoint a committee that would make a recommendation to the City for what to do. I would hope they follow that recommendation. It seems obvious that they would, because there are no other resources for this kind of information.

David Beam - I would disagree. McMinnville contracts out the EID work to the downtown association which is made up of downtown property owners and businesses. There, the council doesn't appoint the committee.

John Bridges - However, there is nothing that restricts the council from appointing a committee.

Kris Horn - Do you know of a successful model for that kind of action?

Joan Drabkin - The Council wouldn't have to ensure that it was made up of property owners.

John Bridges - If property owners wanted to be more involved, they could get involved with downtown association.

Bart Rierson - My big question is, are we going to be able to get enough support for funding for this kind of program? My perception is they don't like to pay for these fees. I have seen success with other communities. I think if we have an idea of what the person would do and state the advantages to having this downtown manager position, this would be the best way to start .

David Beam – Just to remind everyone, staff developed a list of EIDs in the state with contact names.

Bart Rierson - I reviewed and read the list of EIDs and contacts. I tried to contact other communities regarding EIDs and I didn't have much success with talking to any of them. They did not return his calls.

Joan Drabkin - What other communities have this again?

David Beam – I don't remember them off hand. Discussion was held trying to remember the names of the communities who had EIDs with downtown managers.

Lon Wall - We still have not resolved anything. The committee might have a crisis of faith for this issue. Two meetings ago some of the members came and talked to me about the committee's support of EIDs. Most of us are business people, but I am surprised at the fact that we can't stop messing around. At the last meeting, did anyone bring up the issue of whether we should support this effort? I was not a big supporter of EIDs when it first appeared the group wanted to go with it . Is there actual support in this committee to do this or should we cut just our losses?

Edward Hixon - Who supported the EID concept and who didn't? Joan Drabkin and myself didn't, but we decided to go along. I can't support it now for a different reason. I am concerned about the downtown's need to have business' that would want to make people to come downtown, not just anyone. I think now that you have explained that managing the EID would involve the putting together a committee of property owners, I don't feel comfortable. I don't think that the property owners are that tuned in with the goings on in downtown.

John Bridges - I was misunderstanding how McMinnville's EID worked.

Dave Daniels - It still leads me to not support the EID effort. I don't think there is a lot of chance of success.

John Bridges - One of the pieces of information that we do have is job description from other downtown associations. We need to get a more concrete idea of what the property owners would get for their EID funding. The goal should be to develop something that you could give out to the owners that says "this is what the idea is, would you be interested in it?".

Dave Daniels - Business owners also should be on the committee.

Joan Drabkin - Property owners should not fund it all. Assessments cannot always be built into the rent. Sometimes you have pre-negotiated rents.

Dave Daniels - I voted for the EID idea before. I thought it was a fair option. Don't you think it is a good investment?

Joan Drabkin - It isn't the way I want to invest my money. I would rather spend it on my building.

Dave Daniels - Not everyone is using their funds, like you, for upgrading their property. Are you getting a lot of foot traffic?

Joan Drabkin - I know other business who are and others are waiting to come into downtown. Do you have personal experience with downtown?

Dave Daniels - I was a business owner.

Discussion about how there are businesses that thrive downtown.

John Bridges - Are you saying that we shouldn't proceed with the EID idea anymore?

Edward Hixon - No, I just don't support it. I think the EID governing body has to consist of both property owners and business owners, because both sides don't always have same interest's at heart.

John Bridges - Can I get a consensus that we all agree that any EID governing body should be combined representation? So having said that, Edward you are still against the EID effort?

Edward Hixon - We originally came into the EID effort to put together materials to present to the owners. The owners would put together a committee to hire a manager.

John Bridges - David & Kris indicated the other models showed that EIDs are usually operated by a entity separate from the government and that those overseeing the entity consisted of a mix of property and business owners.

Lon Wall - We were going to start with a select group of the larger property owners, because with out their support, we would get nowhere. I think things can be structured to benefit both property owners and business owners.

Edward Hixon - That was what was in my mind.

Joan Drabkin - I agree.

John Bridges - There are places that have EIDs and BIDs. We went through a process to decide which method to support. We discounted BIDs and EID/BID combinations, so we were left with EIDs. We talked about approaching a select group of property owners because these are the people that will determine whether or not the idea flies. It was a strategy to try and gauge whether people are interested.

David Beam – I have never seen an official combination of EID and BID, but I think, in effect, that is what you have in McMinnville .

Sally Dallas - I think we have gotten off-track. We were going to talk to property owners because they were going to pay for it.

John Bridges - Dave Daniels: are you in support of pursuing the EID concept?

Dave Daniels - I think we need to do something. Put together a concept to approach people.

Kris Horn - I have always been in favor of the EID, but I have talked to enough owners to know it is not going to be supported. So I'm afraid we are wasting time.

Dave Daniels left 8:00pm

Sally Dallas - I know we need a manager, but I am ambivalent. I think it will be harder and harder to convince people of the need because there are no empty spaces in downtown. I think if there were more

vacancies and it was more of a hardship, then it might be easier to convince people for the need of this position.

Lon Wall – I never thought I would spearhead a new tax, but I did because I thought the committee wanted to do this. Now I'm not sure the committee has heart to follow through. Maybe now we need to move on and come up with something else.

Bart Rierson – I am at a disadvantage, since I wasn't here for some of the earlier discussions. I remember thinking we may end up spending \$40,000 and have nothing to show for it. I agree you will have trouble getting support, but I think it is worth asking. I think we are close enough to having the information together to go ahead with our plan.

John Bridges polled the members to see if they thought the Committee should continue pursuing the EID concept:

Joan Drabkin - no
Lon Wall - no
Bart Rierson - no
Sally Dallas - no
Kris Horn - yes
Edward Hixon - yes

Bart Rierson – I think we should take the \$40,000 and invest it in downtown. It could be by the NDRC Committee or Council. We already have a list of prioritized improvements to be made.

Kris Horn - We are still going to have to figure out how to promote the downtown area.

Bart Rierson - Don't we already have the chamber and groups that do this? Do we need another?

Kris Horn - The NDA does that because there is no downtown manager.

John Bridges - There is a big difference between voluntary versus paid work.

Joan Drabkin - There also is a dramatic difference between voluntarily giving money as opposed to a tax.

John Bridges - One of the great things that Bart raised. All we have is a sense that the owners are going to be against this idea that what Joan and Kris telling us. What do you think about going ahead with a survey?

Joan Drabkin – I think it shouldn't be a select group. Everyone who would end up paying should be surveyed.

Bart Rierson - We need to decide if we are going ahead with the idea. You can't pick just people who you know will say yes.

Lon Wall - It can't cost that much to survey all the owners.

Joan Drabkin left 8:10

Bart Rierson - I think the way we are proposing to do this might be overwhelming in a letter.

Lon Wall - I'm not sure there is a more fair or objective way.

Kris Horn – Maybe we can try to select the biggest owners property owners?

Bart Rierson - The simplest thing to do is draft a letter for the Committee to review.

Lon Wall - We could have comment section where we could ask questions.

Bart Rierson - May they will come up with ideas we haven't thought of .

David Beam - You don't overwhelm property owner with too much information. Any survey should be short.

John Bridges - Kris, what do you think of some sort of survey?

Kris Horn - I would support it. That way we will know one way or another. I didn't think this was all that we were going to be working on as a committee. I think other issues are getting slighted.

John Bridges - I thought we had consensus on this before. However, I sense that you are all feeling frustrated, but I am 100% confident that we had consensus at one time to pursue the EID concept.

Kris Horn - When we started out, we were looking at resource for capital improvements.

Lon Wall - I'm not sure that was a great consideration. I too thought there was a consensus. In fairness to everyone, we need to come to a decision as to whether or not to continue with the EID concept.

John Bridges - David & I will work on questions for a draft survey. I envisioned a cover letter to send to business owners.

David Beam – I will not be in the office for a few weeks and won't be at the next NDRC meeting. Maybe if would be better to get someone else to work on the letter with you.

Edward Hixon - Will this letter be available to review before it goes out?

Lon Wall – I think we should use as few people as possible to draft letter.

Sally Dallas – Maybe you could email out draft.

David Beam - Will you find a partner to work with you on the letter?

John Bridges - Who in your office might be available?

David Beam – Barton Brierley

MOTION: Rierson/Wall To approve drafting of a survey letter for next meeting. [5 Yes/ 0 No/ 3 Absent] Motion carried.

7. Civic Corridor - public presentation update

David Beam – Let's go over the information in the meeting packet. You should have gotten pictures Kris took in The Dalles in your packet. Any comments on the pictures, Kris?

Kris Horn - The pictures were pretty self-explanatory.

John Bridges – John led group through the pictures of benches and bicycle racks. There was general discussion as to which they liked and should use for options for the public survey.

Kris Horn - The only thing is, Dave said he heard strong opinions about the bike rack issue.

David Beam - I have concerns with larger units taking up too much room. It's better to spread out many smaller units.

Sally Dallas – Serendipity in McMinnville has a single rack in the old fashioned style. Maybe we can get picture.

David Beam - We should replace the pictures of larger racks.

John Bridges - I'm going to McMinnville tomorrow. I will check out the bike rack at Serendipity.

Bart Rierson – That bike rack has the old-fashioned feel.

David Beam – The City of Lake Oswego example is pretty nice. It is simple design.

John Bridges - We were trying to get concepts of bulb-out designs. The homework I gave you was to circle the ones you like. I like one with trees short vegetation and short wall. On the bottom left page 7.23 is a mid-street bulb-out maybe we ought to have that as a consideration.

Kris Horn - Are you are going to have something for the civic corridor north/south plan?

John Bridges - On page 7.22 is what they just did in Lafayette. I think you would find that people would like it better. On Page 7.23, top right bottom left, is Orenco Station, using short pillars with changes for break between traffic and pedestrians. On picture on page 7.24, bottom right, is very attractive. On the top left is a mixture of these things.

David Beam - That makes 5 choices.

John Bridges - Does anyone have another?

Bart Rierson – I think that is a good selection.

John Bridges – Kris, did you measure The Dalles banners?

Kris Horn - No

Discussion regarding the different banner sizes in the photos

Kris Horn - I will call the downtown manger in The Dalles and see if we can get sizes.

John Bridges - Could you please verify if it was a state highway?

David Beam - Gave out handout from PGE website on trees they like to see on streets. I am finding it a real challenge to get information and examples. At some point, maybe you could give us you're the top 5 trees you would like to see used in the survey.

Bart Rierson - Are you looking for something that PGE likes to use for height so as not to interfere with the power lines?

David Beam - that and they don't mess with the sidewalk. Currently, in downtown Newberg we have Chanticlear Pears in between blocks and red maples on the corners. After we come up with some choices for trees we could invite a master gardener to give us some kind of idea which ones would be the best.

Bart Rierson - You want us to email suggestions?

David Beam – Let's mull over the tree selection possibilities for next meeting. Maybe we will come up with some questions for the gardener.

Bart Rierson – Are we looking for something not tall?

David Beam – 20'-30' in height and in proportion to buildings they are close to.

John Bridges - The other thing is you want to maintain the visual aspects of the corridor

David Beam – We should also include what we already have in the downtown, the pear and maple.

John Bridges - Were you going to do a survey sheet for people?

David Beam - Once the Committee decides on the survey choices they want. We can also do a background piece on the Civic Corridor.

Kris Horn – Could we check possibility of getting a colorized version of the Civic Corridor downsized for presentations?

John Bridges - I envisioned a handout and power point presentation.

Bart Rierson - What chance do we have of getting it posted to City's web site?

David Beam - Certainly a possibility.

Sally Dallas – It would be cheaper for the City.

John Bridges - Our homework is to look through the street tree options and look for others.

David Beam -Remember, when looking for varieties, think about size, disease resistance and destruction of sidewalks.

John Bridges - Anything else on the corridor?

David Beam - As a reminder, do we still want to do an exhibit at the Harvest Festival?

John Bridges - I don't think we have time for that.

David Beam – We could just have the big picture of the Civic Corridor and talk to people about it. It's the perfect time and place for it. The Festival is on September 11th.

John Bridges - Whatever you think about, I will be gone. Is any one available to work at a booth?

Lon Wall – I might be available.

David Beam - If someone could work the booth, we could put something together.

Sally Dallas – We would need light.

Bart Rierson – I have a canopy.

John Bridges - Discussion of what would be needed for the booth.

Kris Horn - Do you want me to call and get space? I can probably get it for free?

8. Other business

David Beam – Update you on other stuff going on. We secured the banner grant, the Head Start grant, and \$25,000 to do 2nd phase of the future commercial/industrial land study. What we are doing now is figuring out how much land we need in the future. Hopefully we will have more land available in the next couple of years.

Grants Working on:

Gateway project reconstruction old monuments

Airport master plan

Purchase of land at east end of downtown to put up a welcome to

historic downtown sign land and plant trees west side on 99W on west end of town.

9. Next Meeting - August 18, 2004

David Beam - I will not be here. Do you want someone from staff to replace me? Do you want to skip the meeting in August?

Lon Wall – I don't have objection to skip meeting.

The group decided to hold a meeting in August.

10. Adjourn

MOTION: Lon/Bridges To adjourn at 8:55p.m. [5 Yes/ 0 No/ 3 Absent] Motion carried.

Passed by the NDRC Committee of the City of Newberg this 20th day of October, 2004.

AYES: 9 NO: 0 ABSTAIN: 0 ABSENT: 0
(List Names)

ATTEST:

Peay R. Hall for → **DAWN NELSON** 10-20-04
NDRC Recording Secretary Signature Print Name Date