

**(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE
MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, September 15, 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	Dave Mehler
	Edward Hixon	Sally Dallas
	Lon Wall	Bart Rierson

Absent:	Joan Drabkin	Kris Horn
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Staff Present:	David Beam	Dawn Nelson
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3. Public Comment

None noted

4. Gail Meredith regarding Hess Creek/Highway 99W

John Bridges - I have invited Gail Meredith to explain some fencing concepts that have been developed for the Hess Creek/Highway 99W area by a group of citizens.

Gail Meredith - The group had already done some drawings for a proposed new fence in this area when she joined the group. Oregon City has some nice fencing area along Willamette river. Seems that with relatively little money, we could create a great impact and get the community behind the project. To prove that it is easy to get interest, Bart Rierson has already agreed to do some welding. I also have connections with the Schnitzer's, who own the Oregon Steel Mills.

John Bridges - One of the things that you have in one of the drawings is a big bulb-out. Have you thought about the engineering involved with such a structure?

Gail Meredith - No we haven't, but we have thought about selling plaques for along that area. Maybe have GFU students design the flying banners.

John Bridges - Do you have a sense of what the project could cost?

Gail Meredith - I have no idea.

John Bridges - I think this idea is a good one, but I think that it needs to be reigned in. I suspect doing anything that widens that area will involve a lot of engineering.

Gail Meredith - It is still a valid idea, even with out the bulb-outs.

John Bridges - I noted one thing when ODOT was doing highway improvement project. When the community learned that they were going to put up the chain linked fence, they did we tried to get it changed to wrought iron. The cost increase was pretty significant.

David Beam - We were going to include a new fence in a recent grant application project, but we removed this action due to its estimated high cost. Seems like it was somewhere around \$200,000 to install an iron fence on both sides.

John Bridges - \$230,000 was the number in my mind and that was just for the iron fence.

Bart Rierson - If we could get some digital images of Gail's drawings/photos to share with some other people, it would help us in selling the project idea. There is also an area in Salem that is very similar to this and maybe in Oregon City too.

Gail Meredith - I think it has a good collaboration potential. The gentleman that is working on a project for George Fox thought this was a great project and would be willing to come and talk to you. I would hope that all of the businesses could come together and agree on this.

David Beam - These types of projects are a good for collaboration. If we could get something to kick it off with, like a commitment to get the steel for half price, it would get the ball rolling. We could leverage a lot of other funds and go after grant funding.

Sally Dallas - We could ask them that if we do come up with a plan, would they be willing to help out.

David Beam - We couldn't really lock in a price on the fencing steel, due to its price volatility. However, maybe we could ask for a commitment for a percentage off the steel price at the time we ask for it.

Bart Rierson - I am very committed to providing time to do this project.

John Bridges - I'm sure we could get other people with skilled trades to help out. It is a great concept and appreciate your help with this. It would be nice to have the Hess creek canyon to look nice along with what we are developing downtown. We are kind of focused on the area between the 2 bridges and this might delude what we can do in the area we need to. I have indicated to Gail that I will go and make a presentation to there group about the Downtown Plan.

Bart Rierson - could we have David or yourself to talk to James Bennett for some engineering to figure out what it would take to do this project.

David Beam - I have some ruff estimates and some information back in my office for fencing along this area.

Bart Rierson - I was concerned more about the engineering of the bulb-outs.

John Bridges - The engineers' first question is going to be "Where is the road is now and what are you going to add to it?". The engineering will be significant if you do those bulb-outs. It would probably triple the price of the project. I think we should start with what David Beam has for information.

Gail Meredith - I think that it is important to identify what we are trying to do. I don't think that we should be so pessimistic, and that we don't try.

Edward Hixon - How difficult is it to take these ideas, get a plan, and the a cost estimate for them. I think it is a very important idea. Just from my experience this summer, I have seen a lot of people coming through for recreation activities and we need to get there attention.

Gail Meredith - I have some language that I could email you describing a rudimentary concept. I don't think it would take very much work, but we do need something.

John Bridges - Mr. Hixon wants to know how to develop a plan to do the project. You would need a design that is prepared by a professional, and then it would have to be run through the proper government channels. Design and engineering costs usually run about 10% of what the project would run. You could say that you don't want to do all that until after you get support for the project. Until then, it would then be a conceptual idea.

Edward Hixon - One of the objectives should be trying to get investors into the project. You need to have some kind of project cost estimate.

Sally Dallas - Dave sort of did that when he did the grant application.

Edward Hixon - Once that information was gathered, what happened?

David Beam - After we looked at the estimated cost, we decided not to include it as a project task in the grant application.

John Bridges - Would it be appropriate to give that information to Gail for reference?

David Beam - Certainly, and it does give the length of fence measurements too.

David Mehler - Could you supplement it with another grant?

David Beam - This particular grant opportunity only come along every 2 years.

John Bridges - To answer your question, yes.

David Mehler - I think this area is a very visible area and needs to be addressed. How did Oregon City and Salem complete these projects?

David Beam - I believe that Oregon City has urban renewal funds. Maybe through that program.

John Bridges - As a committee, we should decide if we want to include this project in our work plans. Should we include questions on survey about this area? Maybe in the future, we should have a discussion about whether we want to include this area in our downtown planning activities.

Dave Daniels - Does your project start at the flag pole?

Gail Meredith - You could start it at either end. I think it would be good if we put a concept together and get your blessing to let people know that you support this. GFU should be involved early on because of the projects that they are going to be doing.

John Bridges - We are already working with GFU on the decorative downtown banners.

Lon Wall - What I would like to see are some kind of numbers showing that this project would make a difference in making people spend more money downtown.

Edward Hixon - I don't believe that the new fencing would have much of an effect on how much money people will spend downtown, but it makes the downtown more attractive to new businesses.

John Bridges - We need to get back to our agenda. If David could get the information about the fence costs to Gail and if Gail could leave pictures for David to make copies of, that would be good. We can at a later date discuss whether we want to include it in our downtown plan.

Bart Rierson - Gail would you be willing to attend City Council meetings to give a pitch for the fence project.

Gail Meredith - I would love to help create enthusiasm about the project.

David Beam - As for a monetary impact of a new fence, I think the new banners might be a good test case. Maybe after have had the new banners up for a year, we could do an informal survey of the downtown businesses to if customer traffic has picked up. Obviously there could be other causes, but it might provide us some indication of their effectiveness.

5. Downtown funding mechanisms - Draft downtown survey

John Bridges - I hope everyone has made notes on changes they'd like to see to the survey and brought them. Remember, the purpose of the survey to gather information from downtown business stakeholders about funding mechanisms they prefer for capital improvements.

Lon Wall - I wanted to change question #6. This issue ought to be brought up before you talk about you how you are going to fund it.

Discussion of changes needed to be made.

David Beam - I thought we were only going to talk about improvements to the streetscape and to hire a downtown manager in the survey. I think the order of the questions should be re-arranged. We need to separate out the questions for capital improvements from the promotional work.

John Bridges - We will bring the survey back to the committee next month with a 2 part questionnaire to get approval.

Edward Hixon - Is it valuable to ask people how they want to fund the work? The person filling out the survey is going to pick the most advantageous option for them? Maybe we should be the ones deciding the best funding mechanism.

Lon Wall - The survey may be including too much information for the respondents.

Edward Hixon - I think question #5 may make the process more difficult at this point.

Discussion of how the persons filling out the survey don't have the knowledge about how these funding mechanisms work, but to try and explain the mechanisms might be too much information. Moreover, it was asked whether to include this question in this survey right now.

John Bridges - Does anyone have comments on the cover letter?

Discussion of the question regarding the downtown managers salary: whether it should be stated differently to better get a feeling of what people think the position would be worth.

Bart Rierson - Are we mailing letter first?

John Bridges - No, the letter will go out with the survey.

Dave Daniels - Is there going to be a time frame for returning survey?

David Beam - The shorter the time frame you give, the more likely it will get returned.

David Mehler - Can we afford to send out stamped self address envelopes?

John Bridges - I'm not sure we can afford to send it out.

David Beam - We can afford to send the survey out, but not I'm not sure about a self-addressed return envelope.

Bart Rierson - On the subject of the cover letter. Maybe we should ask them to provide contact information if they would like to participate in the survey regarding the Civic Corridor streetscape design.

Discussion of how they are going to do the Civic Corridor presentation to businesses.

6. Civic Corridor
 - Draft survey
 - Street tree options

David Beam - We seem to have narrowed down all streetscape items except the street trees for the survey. We need to decide on a group of trees to list on survey. It is open as to how many options you want to list. The difficult part to match is the different heights of the trees. We did already have a plan to stagger the size of the trees along the corridor.

Lon Wall - Are these all in the same range regarding cost to purchase and upkeep?

David Beam - I'm not sure on that, but most are consistent regarding height.

Open Discussion of the trees. The committee wants to keep with something that is low maintenance and the fruit and flowers don't create a mess. Things to keep in mind were the plan to have different height of trees and different kinds and the plan was to mix evergreen trees with deciduous. The hope is to find some better pictures of the trees that are decided on for the survey.

Trees to be included in survey:

Flowering Pear
Golden Desert Ash
Globe Headed European Ash
Japanese Snowbell
Japanese Maple
Flowering Cherry
Vine Maple
Flowering Dogwood
Eastern Redwood

John Bridges - Can we do the Civic Corridor survey for the Committee next month if I work with you?

David Beam - I believe so.

John Bridges - Does the committee want to include Hess Creek area in survey? The concept of it as an entrance could have multiple perspectives, but I am not object to surveying it.

Sally Dallas - It does have a definite feeling of a beginning to downtown, so I think it needs to be included in the survey.

Open Discussion of what should be included in slides for the Civic Corridor presentation.

John Bridges - David can get a picture of what exists. The rest of the committee can get pictures of other areas that have nice fencing for suggestions.

Dave Daniels - Is what we are talking about at Hess creek something that can be mirrored on the other end of town at the other bridge? Would CPRD be involved with this at all?

John Bridges - This is in the State's right-of-way of the highway.

7. Other business

John Bridges - How did the harvest festival go?

David Beam - I heard the was about a 50% increase in participation. It went well. Every year it grows and gets better.

David Beam - David talked about the gateway enhancements grant program that has been applied for. We won't know until spring/summer of 2005 if the grant is awarded and, if so, funding won't be available till 2008.

John Bridges - We made first cut for the Yamhill County arts alliance grant for second set of downtown decorative banners.

Dave Daniels - Has anyone seen the banners in Gaston?

David Beam - The banner project moving right along. GFU will hold a design contest with its students. The target date to get the banners up is first part of April next year.

John Bridges - Second set of banners, if we get the funding, will probably be artist competition also.

8. Next Meeting - October 20, 2004

9. Adjourn

John Bridges adjourned meeting at 8:45 p.m.

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:

Peggy R. Heo for → DAWN NELSON 10-20-04
NDRC Recording Secretary Signature Print Name Date