

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

**Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, NOVEMBER 16, 2005 AT 7:00 P.M.**

Approved at the January 18, 2006, NDRC Meeting

1. Call to order:

John Bridges called the meeting to order at 7:06 PM

2. Roll call:

John Bridges
David Mehler

John Estrem
Bart Rierson

Kristen Horn

Absent:

Diane Ferranti
Lon Wall

John Lawson

Courtney Rogers

(NOTE: Lon Wall and Courtney Rogers came to the meeting, but were unable to access the alternative meeting room. The meeting was moved to another room in the PSB due to a scheduling conflict with another City committee.)

Staff Present:

David Beam, Economic Development Coordinator/Planner
David King, Recording Secretary

3. Meeting Minutes:

The minutes from the September and October meetings were brought to a vote for approval.

MOTION: RIERSON/HORN to approve the minutes from September 21, 2005 and October 19, 2005. (5 Yes/0 No, 4 absent during vote).

4. Public Comments

No one was present at the beginning of the meeting, though the meeting was moved to the PSB Library Conference Room, accessible through two locked doors.

5. Winter Banners Design Process

Mr. Bridges directed everyone's attention to the four original banner options and the nine additional new options. The new options were mainly contributed by GFU Graphic Arts Department, and one option was provided by a current employee of Vineyard Graphics. The new options mostly highlight umbrellas and the predominance of rain in Newberg.

Mrs. Horn reported that the options were previewed by NDA this morning. They recommended option F (girl with umbrella) with a few modifications.

Mr. Beam told that Gary Buhler preferred option A for its consistency, even though it is dominated by snowflakes which simply are not seen that often in Newberg.

The committee agreed that the Newberg landscape is predominately not known for its snow. The original purpose of the banners was discussed: it needs to be seasonal in light of the banners being hung up for three months. Everyone agreed that the word "Newberg" needs to be on the banner. Mr. Bridges, Mrs. Horn, and Mrs. Ferranti will be the sub-committee that would make the final decision on the recommended design.

Mr. Beam reminded the committee that a decision tonight would allow a recommendation to go to the next City Council meeting. This would allow enough time for the banners to be produced and hung up by January 2006.

Side A, Tape 1 was begun

The committee agreed to settle on option F, with some artistic modifications still needed. **Mr. Rierson** made a motion for option F to be the recommended base design. The final recommended design should include at least the following changes: foreshortening of the umbrella, add the word "Newberg", add puddles and some water features, and change the color scheme to soften the primary colors. The motion was then amended to ask the artist for two or three revisions which included the suggested modifications. Mr. Beam will provide the banner production guidelines to the artist.

MOTION: RIERSON/MEHLER to approve the motion to adopt option F for the next banner with the recommended design modifications. (5 Yes/0 No, 4 Absent during vote).

6. Downtown Green Space

Mr. Beam reported on the City Council response to the NDRC recommendation for the green space. The council was receptive, though no action was taken. In light of five year span needed before the property can be developed, there was not a lot of discussion by the City Council that followed the recommendation.

7. Civic Corridor Streetscape

Mr. Beam said that a draft of the Council recommendation was sent out to the NDRC members and he received no response. Mr. Beam handed out copies of the draft at the meeting, and reported that this will be the recommendation that will be given out at the December 5, 2005 City Council meeting (see copy).

Mr. Beam also reported that Russ Thomas was ready to replace some of the downtown street amenities. He would like to use a design that Council approves. Mr. Beam reminded the committee that some of the recommendations are only in design scheme only—more details need to be worked out. The committee is willing to walk around downtown, suggesting placement locations if in fact Mr. Thomas is ready to spend money. The committee would like to know how much money Public Works has to spend at this time.

8. Economic Opportunity Analysis

Mr. Beam handed out copies of his draft on an economic analysis for Newberg. Mr. Beam briefly highlighted key points from the draft (see copy). Committee members asked questions of Mr. Beam and discussed some of the key points. The conclusion was that Newberg needs attract traded sector companies that bring new money into Newberg. The recommendation industries to attract would include new manufacturing, more health industry, more higher education, and more related to the wine/tourism industry. The recommended approach for economic development is to do so at a regional level. This means establishing closer ties with Portland economic development entities. However, Mr. Beam does not recommend joining METRO, not does he feel this is a required action of a solid economic development policy for the City.

9. Future Direction:

Mr. Bridges summarized that many of the committee's main tasks are winding down. These tasks include the green space proposal as well as the streetscape task. All this to say that new recommendations for the future direction of the NDRC need to be considered. **Mr. Estrem** wondered how active the NDRC can be on its own. Mr. Bridges discussed how the NDRC historically came about, and that the original tasks given to NDRC have been fulfilled. Should the committee continue? **Mr. Beam** recommended that part of the next meeting include a time to brainstorm new ideas for the committee.

10. Other Business:

Mr. Beam reported that \$31.56 was collected from the donation boxes around town for the winter banners. This brings the banner account to around \$ 2,800. He also reported on the gateway property project is moving along. The latest concept is to sell the land to a developer and then having a sign easement on the property.

11. Next Meeting:

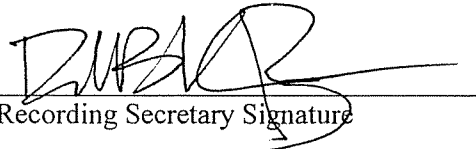
Mr. Mehler wondered if the NDRC truly needs to meet in December. The committee unanimously agreed to cancel the December NDRC meeting. **Mr. Bridges** stated that the next Newberg Downtown Revitalization Committee meeting will be held January 18, 2006 at 7:00 pm.

12. Mr. Bridges adjourned the meeting at 8:45 PM.

Passed by the NDRC Committee of the City of Newberg this 18th day of January 2006.

AYES: 7 NO: 0 ABSTAIN: 0 ABSENT: 2
(list names)

ATTEST:


NDRC Recording Secretary Signature

DAVID B. KING, JR 18 JAN. 06
Print Name Date