

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

**Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, JANUARY 18, 2006 AT 7:00 P.M.**

Approved at the February 15, 2006, NDRC Meeting

1. Call to order:

John Bridges called the meeting to order at 7:01 PM

2. Roll call:

John Bridges
David Mehler

John Estrem
Bart Rierson

Kristen Horn
Lon Wall

Absent:

Diane Ferranti (arrived late)

John Lawson

Staff Present:

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

3. Meeting Minutes:

The minutes from the November meeting were brought to a vote for approval, with the correction to the minutes that Kristen Horn seconded the motion to approve the minutes from the September and October meetings at the November meeting.

MOTION: RIERSON/HORN to approve the minutes from November 16, 2005. (7 Yes/0 No, 2 absent during vote).

4. Public Comments

No one was present at the beginning of the meeting and therefore no comments were made.

5. Status Report:

WINTER BANNERS:

Mr. Beam said that the banners have been produced and shipped, possibly arriving on Thursday Jan. 19th. Once the banners have arrived they will be put up around town. There was also an update on the summer banners. The design is settled, and about \$800.00 in matching funds still needs to be raised. These funds should be secured by mid-April in order to produce, ship, and hang the summer banners by mid-May.

GATEWAY PROPERTY:

Mr. Beam reminded the members that the plan to get a developer to buy the property was proposed to the city council. Council members wanted to know more of the details. In the end, the council asked to send out an RFP regarding potential development of the property. The proposals are due on Friday, Jan. 20th. These results will be taken back to the Council at the first meeting in February.

Mrs. Horn was curious if Mr. Beam believed that the Council might not take any action on the property. Mr. Beam didn't know but he did add, however, that one developer already had a building design in mind with a possible tenant already showing interest. She also asked if the City of Newberg had any right to the property. Mr. Beam responded that state sells a piece of property, first right of refusal belongs to the city in which the property is located.

Chair Bridges added that the NDRC could give input when it comes to the welcome sign design when that step arrives.

STREET FURNITURE:

Mr. Beam reported that Public Works currently has only enough money to replace three or four trash cans in downtown Newberg. When current benches downtown get broken, they are not replaced due to liability and expense (new benches are ~ \$800/new trash cans are ~ \$500). Since the City Council just accepted the NDRC proposal for streetscape amenity designs, there may be a conflict with Public Works not replacing street amenities. Currently there is no city money to implement the new design plans, and Mr. Beam was not sure if future city budgeting will open up funds for street furniture improvement.

Chair Bridges wanted clarity on the repair/replacement costs, and how much city employee labor is included.

Mr. Beam said he would find out the financial figures.

ECONOMIC OPPORTUNITY ANALYSIS:

Mr. Beam reported that the Planning Commission and the City Council has adopted the Economic Opportunity Analysis as part of the city's comprehensive plan.

6. Brainstorm Session – Future Projects:

Mr. Beam asked where the NDRC would like to go with new projects for 2006. Mr. Beam had some suggestions on a large display sheet. The suggestions included:

- Gateway sign design
- Streetscape amenities – final design plans for bike racks and curb extensions
 - Locational plans and timeline
- Grants
 - Civic Corridor demo project
 - Yamhill County Cultural Coalition
 - Rural Investment Fund

After Mr. Beam's list of suggestions, **Chair Bridges** opened up the discussion for more ideas. **Mr. Rierson** suggested the removal of the chain-link fence on the north side of Hwy. 99 just east of River Rd. **Mr. Estrem** suggested an improvement to the 2nd Street parking lot west of College Street. He also wondered if the city proactively tries to attract certain businesses to downtown. **Mr. Beam** that the City doesn't have the time or resources for such work. The solicitation of new businesses is often done

through a paid downtown manager with a budget to carry out such a task. Much discussion followed on how proactive the NDRC can be for recruiting new businesses to downtown. A reminder was given that the NDRC's purpose is advising and serving the City Council. **Ms. Rogers** stated that the Committee should define what a "thriving" downtown in Newberg means. She also wanted to see hanging flower baskets added to the list, but as a small project in the short run while the committee also adopted a bigger, more aggressive project(s). **Mr. Estrem** also added more block parties and farmer markets. Additionally, he mentioned special theme party days. **Mr. Wall** suggested helping out with the First Friday Art Walks. **Mr. Rierson** suggested a Treasure Hunt where downtown businesses were involved with distributing the clues that have to be gathered on the hunt.

The committee next moved into a discussion of prioritized choices. Each Committee member was asked to list their three highest project priorities. The results were as follows:

BR Chain fencing, flower baskets and farmers market
LW Art Walk, theme parties and flower baskets
KH Chain fencing, flower baskets and farmer's market
DM Chain fencing, art walk and farmers market
DF Chain fencing, farmer's market and theme parties
JE Farmer's market, theme parties, art walk
CR Theme parties, flower baskets, 2nd St. parking
JB Abstained from officially voting

Mrs. Horn mentioned that someone from the hospital had recently contacted her about the possibility of a farmer's market being held in conjunction with the new hospital. Her hope is that any future farmer's market would be located downtown.

End of Side A, Tape 1

Chair Bridges then asked the committee if one of the top five suggestions should be the first one for NDRC to address. Some discussion followed on the difficulty of getting flower baskets in by the summer of 2006. He then suggested that each of the top five projects be assigned a leader. Each leader(s) would develop a rough action plan regarding how to get their respective project moving forward. Each leader(s) should email their action plans to David Beam by February 10, 2006 so that he may distribute the plan to the Committee members for their review prior to the next NDRC meeting. The following are the leader(s) for top five projects:

BR Will pursue the details of the chain-link fencing project.
KH/CR Flower baskets
JE Theme parties
DF Farmer's market
DM/LW Partnering with Art Walk

7. **Other Business:**

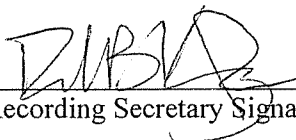
Mr. Beam mentioned that John Bridges, Kris Horn, and Lon Wall were re-appointed to the NDRC in December, 2005 by the City Council. **Mr. Bridges** asked whether or not we should try to go after a Cultural Coalition grant for the welcome sign project. **Mr. Beam** responded that he did not think that was necessary, as the already \$20,000 in grant funds committed to the project by the Rotary Foundation should be sufficient to cover project expenses.

8. **Chair Bridges** adjourned the meeting at 8:55 PM.

Passed by the NDRC Committee of the City of Newberg this 15th day of February 2006.

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

ATTEST:


NDRC Recording Secretary Signature

DAVID B. KING, JR 15 FEB 06
Print Name Date