

(NDRC) NEWBERG DOWNTOWN REVITALIZATION COMMITTEE
MEETING MINUTES
September 16, 2009
7 p.m. Regular Meeting
Newberg Public Safety Building
401 E. Third Street, Newberg, OR

To be approved at the October 21, 2009, NDRC Meeting

I. OPEN MEETING:

Chairman Rob Felton called the meeting to order at 7:00 PM.

II. ROLL CALL:

Members Present:

Rob Felton	Gail Watson	Steven Clay
Allen Herriges	Corey Zielsdorf	

Members Absent: New Appointee - Matt Johnson (excused) John Bridges (excused)

Staff Present:

David Beam, Economic Development Planner
Dawn Karen Bevill, Recording Secretary

III. MEETING MINUTES:

Motion #1: Herriges/Clay moved to approve the minutes of the July 15, 2009 NDRC meeting. (Yes 5/
No 0/ Absent 2 [Johnson/Felton]).

IV. COMMUNICATIONS FROM THE FLOOR:

In light of the absence of citizens in the audience, nothing was brought up at this time.

V. PROJECT UPDATES:

HESS CREEK FENCING

David Beam stated he sent out an email a few weeks prior regarding a demolition plan. George Fox University has graciously offered to take care of that. The City of Newberg Engineering Department will be working on fence specifications to get comparative quotes for the new fence. Once the comparisons have been finished and the best vendor is identified, coordination with GFU will begin regarding the old fence demolition.

DEMONSTRATION BLOCK

David Beam referred to the meeting handouts; draft drawings of the Demonstration Block. Since he was unable to have the committee view them on an overhead presentation, he asked for the group to gather around and view the drawings as he pointed out and explained the major differences between the original concept and the draft engineered drawings. The group expressed some concern about the proposed removal of the existing tree at the First Street/School Street corner, they said they could live with this provision. Mr. Beam stated that the next step in the process will be to forward copies to Joan & Jules Drabkin, owners of the Union Block building for them to review as well as to ODOT who will need to okay the plan, since the project is in the right-of-way on a state highway. Once approved, a request for proposal (RFP) for the project will go out.

GATEWAY WELCOME SIGN

David Beam stated the City Council approved the downtown welcome sign project two weeks ago. Mr. Beam is working on coordinating a meeting with the owner of the property and City Staff regarding the on-going maintenance of the property. A solution will hopefully be found that will be of mutual benefit the community and the owner. Engineering is currently working on finalizing the contract with Saunders Co. Inc., who will build the sign.

Mr. Beam, John Bridges, and Steve Olson met with Rob Felton and Rob Westervelt of George Fox earlier in the day. Mr. Beam illustrated the property on the whiteboard as to where the Gateway Sign will be approximately located. It is currently marked out on site with stakes and blue tape. A power line is located at the desired sign location, so Mr. Beam will be getting an estimate on how much it would cost to move the PGE power line. There is plenty of space within the easement to move the power line and still place the sign where we want it.

Allen Herriges asked how far the line could be moved. David Beam estimates 6 feet back and approximately 30 – 40 feet of length of the power line. The sign is 25 feet long.

Chair Felton asked what the line powers. David Beam replied that he was unsure. It was installed when the new intersection was designed 5 - 6 years ago.

Vice Chair Zielsdorf stated it would be helpful to find out what the line powers and the size of the line, since it might affect how much it would cost to move. Mr. Beam agreed and stated Engineering will need to figure out who should be contacted to do that.

BREEZEWAY SIGNS

Mr. Beam stated a draft agreement has been made between the City and Brian Francis, owner of the Breezeway for the installment of the signs. The draft agreement is currently in the Legal Department for

their review. Once the draft agreement is approved, it will be taken back to Mr. Francis for his review. Once the agreement is signed by all parties, the signs will be order and installed.

VI. OTHER BUSINESS:

Chair Felton attended the Newberg Downtown Association meeting this morning. Kristin Horn is hoping to organize a clean-up day and is looking for volunteers. No date has been set as of yet. Anyone interested on volunteering can contact Chair Felton.

Gail Watson gave an update on the Farmer's Market. Mike Ragsdale is now in charge of the Market and is looking for a permanent location for next season.

Chair Felton stated the Allison Inn is now open and the potential for how that will positively affect downtown Newberg is exciting.

David Beam stated a gentleman in Dundee purchased a trolley for special tours through the wine country, with the future hope of having a regular route. Allen Herriges heard there was a trial run on Saturday and it was a great success.

David Beam attended a presentation this morning on the new agri-tourism study findings for Yamhill County. Commissioner Mary Stern was a presenter and was concerned after finding out a tourism consultant had chosen the motto for Forest Grove as the "Gateway to the Oregon Wine Country." Mr. Beam stated to the group that this specific motto is a registered trademark for the Chehalem Valley Chamber of Commerce. Mr. Beam has contacted the local Chamber about this issue and they will follow up.

Chair Felton stated that another issue discussed at the Newberg Downtown Association was the first Friday Art Walk and promotional efforts to advertise. He asked for any suggestions.

Vice Chair Zielsdorf mentioned he had a suggestion. He had talked to David Beam regarding using banners to advertise, especially on the blocks where the Art Walk is prominent. Eventually, the Saturday Market would also be a good event to advertise on banners. Mr. Zielsdorf showed an example of a banner located in Wilsonville. David Beam said he believed that a set banners cost about \$2,000 – \$3,000 dollars. Also, changing the banners more frequently would have to be discussed with Public Works. Chair Felton said George Fox University is interested in updating the banners referencing GFU. Mr. Beam stated ODOT doesn't allow any banners on state highways that promotes sales, businesses, or events. However official city mottos or logos should be fine.

Vice Chair Zielsdorf stated he is still working on design samples for future downtown parking signs. He has pulled documents on historic downtown design manuals that address changes, signage, and color pallets. He will email examples he has gathered to David Beam, who will then distribute to the committee by PDF. Mr. Beam suggested he and Vice Chair Zielsdorf review the existing downtown standards.

David Beam informed the committee that the City of Newberg has a new website that is much improved and easier to use. It has a new address too: Newbergoregon.gov. Website now has search engine.

The next regular NDRC meeting will be held on October 21, 2009.

VII. Adjourn:

The meeting adjourned at 8:00 p.m.

Passed by the NDRC Committee of the City of Newberg this 21st day of October 2009.

AYES:

6

NO:

2

ABSTAIN:

2

ABSENT:

1

(List Name(s))

(ListName(s))


NDRC Recording Secretary Signature


Committee Chair

Rob Felton