

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

**Newberg Public Safety Building – Newberg, Oregon
WEDNESDAY, January 21, 2009, AT 7:00 P.M.**

To be approved at the February 18, 2009, NDRC Meeting

I. Open Meeting:

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

II. Roll Call:

Members Present:

John Bridges
Kristen Horn
Gail Watson

Rob Felton
Corey Zielsdorf

Allen Herriges
Steven Clay

Staff Present:

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

David Beam welcomed Steven Clay to the committee and asked the members to state their name and affiliation. Mr. Clay has lived in Newberg for over five years and works at Newberg Ford.

III. Meeting Minutes

<p>Motion #1: Bridges/Herriges to approve the minutes of the November 19, 2008 NDRC meeting (7 Yes/0 No/0 Absent) Motion carried.</p>
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IV. Communications from the Floor

None.

V. Project Updates

HESS CREEK FENCING

David Beam has tried to contact Dan Schutter to show him for the sample fence piece and get his feedback, but has been unable to arrange a meeting.

DEMONSTRATION BLOCK

John Bridges spoke with Mayor Andrews regarding the use of city staff for the project. With the removal of three line items; surveying costs, labor costs, profit and overhead, the budget would be reduced from around \$50K to around \$30K. The contingency cost would still remain. Mayor Andrews told Mr. Bridges he would talk to David Beam and the City Manager, Dan Danicic about this proposed scope of work. **David Beam** stated he did speak with the Mayor, who asked for clarification regarding the project budget. **John Bridges** suggested a follow-up with the Mayor and David Beam and Mr. Beam stated he would do so.

Chair Felton asked if Public Works or Engineering Departments are setting up their project schedules for this calendar year. **David Beam** replied that they had and that construction of the Demonstration Block is on the work schedule.

John Bridges has spoken to Todd Saunders regarding what they would charge for this project. **Mr. Bridges** didn't view the numbers as a clear, concise analysis. If City staff does the actual construction work, then an outside bid wouldn't be necessary. Also, **John Bridges** knows of someone who will contribute 5K to the project if needed.

GATEWAY WELCOME SIGN

Chair Felton stated the pictures were addressed at the Newberg Downtown Association Meeting the morning of January 21, 2009. They liked the design, but they felt that proposed location wasn't the best. People traveling west on 99W will have a more difficult time seeing it than if it was located on the northern part of the property. **Gail Watson** stated she drove on 99W to view and site and the proposed sign location from many different directions. She doesn't believe it would look out of place at the proposed location now that she's actually seen the lay of the land. **Chair Felton** believes that all parties would accept the proposed location, as long as the sign is easily viewable from any of the westbound lanes on 99W and River Street.

David Beam stated the sign design was approved unanimously by the Newberg Downtown Association and was also approved by the Rotary Earlybird Foundation and the Chamber Board. **John Bridges** added he had only shown the elevation picture of the sign to the Rotary and Chamber, as Mr. Beam had not provided him with a site plan showing the sign location .

<p>MOTION #2: Bridges/Horn moved to approve the propose gateway welcome sign design and general location. (7 Yes/0 No/0 Absent) Motion carried.</p>
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David Beam received a cost estimate to construct the sign from Bob Foster, which totaled \$43K. Funds for the sign currently total \$20K, a donation from the Rotary Earlybird Foundation. He subsequently spoke to Barton Brierley regarding the estimate and funding gap. Mr. Brierley suggested additional funding might be requested from next year's City budget. Specifically, the additional funds could come from hotel/motel tax revenue, which is expected to increase significantly next fiscal year due to the opening of the Allison Inn. Barton Brierley has spoken with Elizabeth Comfort, Finance Director, who stated that she is willing to support such a funding proposal in next year's budget. .

John Bridges stated he was led to believe \$20K would be enough to complete the project, not \$43K. **David Beam** replied he is not an engineer and doesn't have the knowledge to determine construction costs. He felt that Bob Foster, the sign designer, had a handle on this issue. Mr. Foster did know the sign budget and he recalled that Mr. Foster had at one time mentioned to the sign design ad hoc committee that the sign would cost more than was budgeted. **Kristen Horn** stated she loves the design but when this process first started, this was a much simpler sign design. **John Bridges** would like to see what ~~\$43K~~ ^{\$20K} would buy. **David Beam** replied he can show him Mr. Foster's estimate. **John Bridges** is frustrated with the time involved in the sign planning process, when the plan was to pay only \$20K for the sign. He is uncomfortable obtaining additional funding from the hotel/motel tax. **Ms. Horn** stated that the sign cost could be reduced by taking the wings off.

Mr. Beam stated he was also concerned with the amount of the estimate and Mr. Foster had made the following suggestions as possible ways to reduce costs: remove lighting, reduce landscape to the front of the monument, City to prepare their own bid documents, bid process and approvals, carry out their own inspections, and the City to act as the General Contractor. Mr. Foster believes those adjustments would cut the cost by \$11K. Mr. Foster had also suggested removal of the left wing and go with an Asymmetrical monument which would save \$4,500. Furthermore, the balls could be removed and simplify the brick work panels on the columns which would reduce the cost and save \$2,000. With all the reductions listed, the project would cost approximately \$25K and with spirited bidding the cost may be reduced to \$20K. **Mr. Bridges** asked if there is a reason why the City couldn't build this sign. **Corey Zielsdorf** believes this project requires a skilled craftsman.

Chair Felton suggested assembling the sign design ad hoc committee that had originally worked on this, with the task of resolving the sign design/funding issue. **David Beam** stated he will organize the meeting.

CHAMBER DOWNTOWN IMPROVEMENT COMMITTEE

Chair Felton has submitted a letter of intent to the State to join the Main Street Program, a downtown improvement program that is based upon the National Main Street Program. The program is organized around four points; organization, promotion, design, and economic restructuring. Mr. Felton has been asked to Chair a Chamber Committee regarding this task. The Committee will begin by exploring the first of Program's three tiers. The first step involved having a limited amount of work, but the next two steps require much time and money. A Community Assessment Survey will be completed. **Corey Zielsdorf** had volunteered to join the committee and help in that process.

SATURDAY FARMER/ARTISTS MARKET

Kristen Horn stated there's not much to report. Ms. Horn has been contacted by entertainers who would like to play this coming season.

PUBLIC PARKING LOT BREEZEWAY UPGRADE

John Bridges explained the breezeway is owned by three adult Francis children; two brothers live in Newberg and one sister lives outside the area. They rent the building next to the breezeway to the Newberg Music Store and the tenant opens the doors at each end of the breezeway when the music store is open. Mr. Bridges chatted with Brian Francis and asked what he thought of the idea of the City improving the breezeway by adding security cameras and extending the hours of it being open from 7 a.m. until 10 p.m. Mr. Francis did voice a concern regarding the availability of someone opening and closing the breezeway at those hours and asked if the City would take care of that task. Mr. Francis suggested Mr. Bridges speak to his property management company and Mr. Bridges has since written a letter to them and included in the letter if they were willing to grant the City an easement, the City's insurance policy would likely be able to cover liability and damage. Mr. Bridges has not received a response to date, but expects the three siblings to meet with the property manager and give him a response.

Mr. Bridges stated there is 2008-09 budget money that can be spent but believes that the breezeway is a relatively less visible project and would rather the Hess Creek fencing project be taken care of first. **Allen Herriges** agreed. **Kristen Horn** stated she's a proponent of the fence; however she thinks the breezeway is more important to the businesses downtown and will allow for better parking. **Corey Zielsdorf** stated many small cities charge for parking per space for access to businesses. He agrees downtown parking is a top priority. **Steven Clay** stated he was unaware the breezeway existed until recently and agreed it would be wonderful to have a well lit, safe breezeway. It will certainly help will help get more customers to shop downtown. **John Bridges** stated he would like to see a design with no doors on the breezeway. **Gail Watson** agreed.

VI. Other Business:

NDRC – Member Appointments:

David Beam stated Kristen Horn's and John Bridges' terms on the NDRC had ended and they were both reappointed. Stephen. Clay has been appointed to take Lon Wall's place, whose term on this committee had expired. David Beam drafted a letter that was signed by Mayor Andrews thanking Lon Wall for the time he served on the NDRC.

NDRC – Election of Chair and Vice-Chair:

<p>MOTION #3: Bridges/Herriges moved to nominate Rob Felton serve as Chair for a second term and nominated Corey Zielsdorf as Vice-Chair. (7 Yes/0 No/0 Absent) Motion carried.</p>

Kristen Horn stated she'll be organizing a much needed Second Streetparking lot clean-up.

The next NDRC meeting is scheduled for February 18, 2009.

VI. Adjourn

The meeting adjourned at 8:05 PM.

Passed by the NDRC Committee of the City of Newberg this 18th day of February 2009.

AYES: 7

NO: ☒

ABSTAIN: ☒
(list names)

ABSENT: ☒

Dawn Karen Bevil
NDRC Recording Secretary Signature

Robert F. Felt 2/18/09
Committee Chair Date