

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

**Newberg Public Safety Building – Newberg, Oregon
WEDNESDAY, May 20, 2009, AT 7:00 P.M.**

To be approved at the June 17, 2009, NDRC Meeting

I. OPEN MEETING:

Chairman Rob Felton called the meeting to order at 7:05 PM.

II. ROLL CALL:

Members Present:

John Bridges	Rob Felton	Gail Watson
Kristen Horn	Corey Zielsdorf	Steven Clay

Members Absent:

Allen Herriges (excused)

Staff Present:

David Beam, Economic Development Coordinator/Planner
Howard Hamilton, Public Works Director
Dawn Karen Bevill, Recording Secretary

Chair Felton recommended the agenda order be rearranged and introduced Gary Van Huffel, Main Street Coordinator, Oregon Economic and Community Development Department.

III. OREGON MAIN STREET PRESENTATION:

Mr. Van Huffel asked for the NDRC members to introduce themselves and their interest in revitalization. Steven Clay loves the City of Newberg and shops downtown frequently. John Bridges, Attorney at Law, is located in the downtown district. Corey Zielsdorf, Realtor, is interested in the economic growth, the area transitioning into a more tourism based area, and he'd like to see the downtown flourish. Rob Felton, works at George Fox University, has long-term ties to Newberg. Kristin Horn, Real Estate Broker, lives and works downtown and has been involved in city revitalization for 10 years. Finally, Gail Watson has a business in her home and hopes to move it downtown in the future. Also in attendance were Sheryl Kelsh from Chehalem Valley Chamber of Commerce, David Sale, News Reporter with the Newberg Graphic, and Scott Nagel.

Mr. Van Huffel began his Main Street Introduction and explained the following important points:

Why is Downtown Important:

- Symbol of economic health and community pride
- Preserve the heritage of the city and community
- Supports local independent businesses that create jobs and keeps dollars in the local community
- Where arts and culture thrive
- Heart of community, government, churches, and finance
- Industrial, commercial, and professional recruitment
- Incubators for entrepreneurs
- Can be an important tourist destination
- Stimulates local economy through restoration projects
- Helps reduce community sprawl

What Happened to Downtown Commercial Districts?

Over the last 40 – 50 years, many changes have occurred in downtowns across the nation; some of it related to the following:

- Urban Renewal
- “Modernization”
- Suburb housing
- Car use
- Zoning
- Shopping centers, commercial strips, malls
- Parking lots
- Interstate Highways

Lessons from the competition...such as malls:

- Management – someone watching over the best interests of the stores
- Business mix - understanding what chain stores are the most successful
- Promotion – all businesses are promoted as a group
- Business Hours - fixed hours
- Vacancies - typically advertise which business will be filling the vacant location or use the area to advertise businesses already located in the mall

One economist on the east coast estimates the closing of 200,000 stores and 3,000 malls nationwide in 2009.

The Main Street Approach is a comprehensive downtown revitalization program that uses historic preservation as one of its most important tools. By fully integrating four points into a practical downtown management strategy, a local program will produce fundamental changes in a community's economic base:

1. **Organization** involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program. Fundraising for general operating expenses and special projects is an important piece, as well as volunteer development that involves recruitment, training and recognition, and promoting the program through media and presentation materials.
2. **Promotion** sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play, and invest in the Main Street District. Special events such as the Old Fashioned Festival and the Memorial Weekend Boat Races generate business and traffic, introducing visitors to the town's unique qualities. George Fox University also attracts the public to sporting events and summer programs. Scavenger hunts and wine walks are also a way of attracting business and drawing customers into the stores.
3. **Design** means getting Main Street into top physical shape by capitalizing on its best assets. Design includes maintenance practices, enhancing the physical appearance of the commercial district, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning. Building improvements such as signage and awnings, visual merchandising, public improvements and graphic design are important.
4. **Economic Restructuring** strengthens a community's existing economic assets while expanding and diversifying its economic base. Economic restructuring involves the following:
 - Identify and prioritize market opportunities
 - Strengthen existing business - 65% of all retail sales are made after 5 p.m. and on weekends
 - Fill vacancies with complimentary businesses
 - Assemble incentives
 - Develop underutilized space
 - Monitor and report performance – tracking new business, investment in the downtown, and the number of full-time employees

The Main Street Approach – 8 Principles:

- Comprehensive
- Incremental
- Self Help
- Public, Private Partnerships
- Identifying and Capitalizing on Existing Assets

- Quality
- Change
- Action Oriented

Reinvestment through Main Street Program:

- Reinvestment in physical improvements – \$31.5 billion
- Net new businesses created – 72,000
- Net new jobs created – 331,000
- Buildings rehabilitated – 178,000
- Dollars invested in physical improvements for every dollar invested in program administration - \$28.31

Main Street Program as an Economic Development Tool:

- Builds organization capacity to manage downtown
- Encourages partnerships and collaboration
- Creates community image that increases sales, encourages private investments, adds property value, and attracts new business
- Trains and provides support to build sustainable programs
- Tracks important economic indicators
- Monitors downtown business so that community can be proactive rather than reactive
- Supports innovation and creative business development

OREGON MAIN STREET MISSION – “To assist Oregon communities in the revitalization of their unique downtown places using the Main Street approach.”

Oregon Main Street Partnerships – Mr. Van Huffel explained there are many partnerships that help with this program; over 20 agencies and many organizations support the program either through their own grant programs or through technical assistance. The National Trust for Historic Preservation is an important partner. A taskforce works with the program, dealing with strategic issues along with coordinators. An advisory committee helps with the selection of programs, and the most important assets are the downtown managers who come together quarterly for training and sharing ideas. The Main Street Program would like to set up an Energy Efficiency Program with the Energy Trust; meeting with utilities and discussing energy audits and assessments for downtowns and finding funding for energy efficiency improvements. They are also working with Rural Tourism, helping them with their Rural Tourism Studio Workshops.

Oregon Main Street Levels:

- Exploring Downtown – interested communities who want to learn more about the program and accepts enrollment any time during the year
- Transforming Downtown – communities that are organizing committees who may have some funding; accepts annual applications
- Performing Main Street – communities that have long-established Main Street programs.

Transforming Downtown and Performing Main Street accept annual program applications, which are competitive. Sixty communities are currently being served statewide. There's national criteria that needs to be met in order to be designated a Main Street with 1,800 nationwide; there are four designated programs in Oregon.

Services provided to local programs:

- Targeted technical assistance
- Education and training workshops
- Community assessments
- Historic inventory
- Design/Architectural assistance
- Response teams
- Library resources
- Handbooks, "How to Start"
- Network...List Serve
- Future Grant program
- Promotion

How can Cities get Started?

Enroll in Exploring Downtown Program --

- A. Assemble committee to focus on downtown revitalization
- B. Attend training workshops
- C. Visit with business owners to explain Main Street and to learn about their challenges and ideas for downtown
- D. Visit other Main Street cities and talk to them about their program
- E. Identify small, visible, good quality projects and programs for downtown
- F. Work with Oregon Main Street on next steps for your community

Questions and Ideas:

John Bridges asked what resources are provided and what the expectations are when a community moves into the second category. Mr. Van Huffel replied it requires one locally designated person who will dedicate an average of approximately 8 hours per week for Main Street work, setting up consulting team visits, informing the press/media, etc. More time will be required when resource teams visit. Quarterly managerial meetings, workshops, and an annual meeting will need to be attended, as well. No specific budget amount is required; a computer is useful. The board members will also need to attend the workshops.

Mr. Bridges asked if the designated person attends those meeting at the community's cost and Mr. Van Huffel replied yes, for travel and lodging. However, there are no registration fees for the quarterly manager meetings. The guidelines are outlined in the handbook.

Mr. Bridges asked Mr. Van Huffel about his commitment to the community. Mr. Van Huffel explained it would involve reconnaissance visits, assistance in hiring a downtown director/program manager, developing mission and vision statements, development of a first-year work plan, a resource team visit, training sessions and annual conferences, program manager meetings, scholarships and discounts to national conferences, year end program evaluations, public relations assistance, telephone consultations, specific technical assistance visits, membership in the National Main Street Center, and access to the Oregon Main Street Program's Resource Library and Four-Point Files.

Chair Felton asked how most of the cities in the program fund the downtown manager's position. Mr. Van Huffel replied the most common is from EIDs, BIDs, and Urban Renewal. Typically, the program has a balanced funding, with the city providing 20% – 30% funding for administration; local fundraising supplies another 20% - 30% with the EIDs/BIDs funding the balance. Some communities have corporate sponsors. For a community the size of Newberg it will cost approximately \$80,000 - \$90,000 for an full-time manager per year.

Corey Zielsdorf asked if there are any other funding mechanisms on the city level. Mr. Van Huffel said some communities are using funds from the Transient Lodging Tax.

Corey Zielsdorf asked how the Main Street Program is funded at the state level. Mr. Van Huffel replied currently through lottery funds and OECDD. In this budget cycle, it's been proposed that the program operate out of the Parks and Recreation State Historical Preservation Office, with lottery funding.

Mr. Van Huffel talked about the George Fox University and City of Newberg connection. Nationwide, some of the most successful programs are cities that have a college in the community. He continued, and asked how long the NDRC has been meeting and David Beam replied since 2002.

Chair Felton asked if those in attendance had any questions; none were raised.

Mr. Bridges stated his appreciation for the presentation.

IV. MEETING MINUTES:

<p>Motion #1: Bridges/Horn to approve the minutes of the April 15, 2009 NDRC meeting. (Unanimous voice vote approved the minutes).</p>

V. COMMUNICATIONS FROM THE FLOOR: None.

VI. PROJECT UPDATES:

HESS CREEK FENCING, DEMONSTRATION BLOCK, & GATEWAY SIGN

David Beam stated Larry Fain from the Engineering Dept. sent him information on a land survey concerning the existing fence posting locations, elevations on the plan view and horizontal view. Mr. Beam then asked Howard Hamilton, Public Works Director if he could summarize the issues involved in the proposed fence replacement.

Howard Hamilton explained a survey crew was sent out to assess the situation, measuring every post. The total fence distance is 1078.16' with 112 posts and 111 spans; there are two spans that are short. The elevations on 73 fence posts differ by 1.08" to 17.40". That information was then compared to the quote Councilor Bart Rierson had received on October 20, 2008 from Amazing Gates for a complete fence with posts. That comparison showed a shortage of 15 panels and 16 posts. Mr. Hamilton assumes the quote from Amazing Gates meant a panel would be cut and then affixed to a post, the bottom portion of the new post would be cut off and affixed to a round, galvanized post already there. David Beam explained the post they'd provide would be a sleeve to slide over the existing posts.

Mr. Hamilton stated when the panels are cut, the visual aesthetics of the fence circles may not be very attractive. Mr. Beam said he had asked Larry Fain about that issue and asked if the circles provide structural integrity for the fence. Mr. Fain told him no; thus the circles can be deleted which will eliminate this problem.

Mr. Hamilton stated that his staff was having was difficult locating vendors who supplied the proposed fence style. The custom fitting needed for the project will slow the assembly process considerably. Another consideration would be to have the fence removed, cut into pieces and hauled away. One alternative could be to put in new posts distanced equally apart, which would eliminate the need for custom size spans. He predicts 10 – 16 weeks delivery time for custom or 1 – 3 weeks for an off the shelf items.

Mr. Beam said Larry Fain was trying to come up with creative ideas to make this work. He created a "Plan B", which would be to basically start from scratch; take down the cyclone fence and cut the existing posts at grade. Then, have someone come in and set the posts at an equal 8 feet apart, and then use a standard fence panel. Mr. Fain received a quote of \$25,000 to set the posts. Add in the new fence panels and entire project costs would run about \$40,000 – \$45,000 (plus volunteer labor to install the fence panels); \$25,000 is in the fund now. Mr. Beam spoke to Barton Brierley who is willing to look within the City budget with the possibility of finding additional funds to fill the funding gap of this Plan B. That would mean standard panels and fences; volunteers would pick up the panels taking them to where they need to be and another crew will bolt them together. It should all fit together nicely since they'll all be standard sizes. Theoretically, he can see this being accomplished on Serve Day by the college students.

Howard Hamilton stated he had done an internet search and found a similar style with a squared top design for the same price.

John Bridges asked if Mr. Hamilton remembers spending time on April 23, 2009 and the outcome from that meeting concerning this project, which was to get criteria put together in order to receive bids on the fencing. Mr. Hamilton replied yes, but he's been unable to find anyone to bid. Mr. Bridges stated it's clear that Mr. Hamilton didn't ask Larry Fain about the project since he was unaware of the use of a proposed sleeve over existing posts. Why wasn't Mr. Fain asked if this company makes another design? Mr. Hamilton replied the City is working against a State deadline for free money and was unable to get to this project. Mr. Bridges is upset by Mr. Hamilton suggesting an entirely different plan regarding this project. Plan B would be put in the ODOT right-of-way which they won't allow. Plan B would double the cost of the proposed project. Mr. Bridges stated he was upset at the April 23, 2009 meeting because he felt Larry Fain was rude. This committee has spent at least 100 hours on this project and had an engineered design done which was approved by the Public Works Dept. and ODOT. For what reason? Mr. Bridges asked if he's wasting his time. Mr. Hamilton stated he couldn't find another company to supply what was being asked for and didn't ask Mr. Fain about another design, because he understood the circle design to be the choice of the committee.

Mr. Bridges asked Mr. Hamilton if an RFP regarding the Gateway Sign had gone out yet? Mr. Hamilton replied, no. Mr. Bridges stated he had told Mr. Hamilton to not have Larry Fain do the description but have David Beam do it instead. Barton Brierley was okay with Mr. Beam spending that time. The only thing that needed to be done was put the dimensions together with the picture and have a sign company design the rest of it. Mr. Hamilton replied Public Works doesn't work that way. Mr. Bridges asked why wasn't that said during the April 23, 2009 meeting? Mr. Hamilton stated it would be done but the Public Works Dept. has a lot on their plate right now and operating under a huge workload. He wants to support the projects, but there are many project priorities, such as mandates from the State and deadlines that need to be met. In context of time, these projects are not on the top of their list but on the bottom.

Mr. Bridges stated he may go back to the Rotary Club apprise them of the situation. They may come to the City and ask for the \$30,000 to be returned; \$20,000 for the Gateway Sign and \$10,000 on the Demonstration Block. He recognizes it's in the City's interest to go after the free money, but he expects the courtesy of receiving a straight answer from Mr. Hamilton during a meeting and having him follow through. The Rotary Clubs are contributing funds for these projects and to the community effort. Mr. Hamilton stated a certain process is followed; it isn't fast, but more technically correct. A 40-page document to use as a template was given to David Beam so he could work on it.

Mr. Beam stated he received the document last week. He contacted Bob Foster to get more detailed information on the sign for the RFP. Mr. Foster replied in a week with the sign dimensions and product descriptions. Mr. Beam's intent is to have the draft RFP ready next week for review.

Chair Felton suggested Mr. Hamilton speak with Bart Rierson, who was heavily involved with this project, and compare information. We should make sure that Plan A won't work before resorting to Plan B. Mr. Hamilton wants to be sure the committee is okay with the fence not being aesthetically correct and make sure the issues brought up earlier in the meeting are okay with them. Chair Felton believes the committee is willing to have some of these issues dealt

with such as the circle design. David Beam believes a bigger issue involves the elevation and if it can be fixed. Howard Hamilton had downloaded an assembly description regarding fences, which explains how to adjust for angles, heights, and such.

Chair Felton stated he believes the committee wants to focus on Plan A and have Mr. Hamilton work more closely with David Beam and Bart Rierson. The project needs to meet the current funds available for the project without having to ask the City for another \$25,000. Mr. Hamilton stated it will take around 3 - 4 months to get the product on the ground.

Kristin Horn stated she wants the end result of this project to be a good one and wants to be sure if Plan A is followed through that the posts are strong enough to hold it up and the existing posts are adequate, which has been her concern from the beginning. Ms. Horn doesn't care whether it has circles or squares.

Chair Felton believes that Dan Schutter and Bart Rierson did try to address these issues. He would rather use Plan A.

Howard Hamilton stated Larry Fain will be spending a half-day with David Beam on May 29, 2009 in regard to developing the Gateway sign bid package. Design will start in June on the Demonstration Block; approximately a month will be spent on the design and then there will be a bid process which will involve a number of weeks and about a month on construction.

Corey Zielsdorf asked if there's information on the City Website concerning the Public Works' projects and contractors. Mr. Hamilton replied no, not at this time, but the City has taken on the process of updating the website which will have the capability to easily update information. This should be done in August.

PUBLIC PARKING LOT BREEZEWAY UPGRADE

David Beam stated that due to his heavy workload, Jessica Nunley will now begin working on the parking lot and breezeway sign efforts.

VII. OTHER BUSINESS:

As discussed earlier, there was an NDRC meeting with City Staff on April 23, 2009 regarding the various NDRC projects.

The next NDRC meeting is scheduled for June 17, 2009.

Steven Clay stated he talked with the majority of the downtown businesses regarding the sidewalk pressure wash cleanup and has received very positive feedback. Mr. Clay plans on cleaning the sidewalk on Sunday, June 7, 2009. The City will do a street sweep after he's finished.

