

**(NDRC) NEWBERG DOWNTOWN REVITALIZATION COMMITTEE  
MEETING MINUTES  
February 17, 2010  
7 p.m. Regular Meeting  
Newberg Public Safety Building  
401 E. Third Street, Newberg, OR**

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**To be approved at the March 17, 2010, NDRC Meeting**

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**I. OPEN MEETING:**

Chairman Rob Felton called the meeting to order at 7:02 PM

**II. ROLL CALL:**

**Members Present:**

Rob Felton, Chair  
Matt Johnson

Steven Clay, Vice Chair  
Corey Zielsdorf (arrived 7:35 p.m.)

John Bridges

**Members Absent:**

Gail Watson (excused)

Allen Herriges (excused)

**Staff Present:**

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

**III. MEETING MINUTES:**

<p><b>Motion #1: Bridges/Clay</b> moved to approve the minutes as amended of the January 20, 2010 Newberg Downtown Revitalization Committee meeting as amended. (5 Yes/ 0 No /2 Absent [Watson, Herriges])</p>
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**IV. COMMUNICATIONS FROM THE FLOOR:**

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

## **V. PROJECT UPDATES:**

### **HESS CREEK FENCING**

David Beam received an email from Jason Wuertz in Engineering, who expects to have the additional quotes by the end of this month. John Bridges stated the City Councilors were concerned that it has taken City Engineering a long time to finish the work. David Beam stated Dan Danicic, City Manager responded that the Engineering Department has a lot on their plates right now, but he will look into it and try to expedite the process.

### **DEMONSTRATION BLOCK**

David Beam was told by Paul Chiu last week that he expected to have the Request for Proposal (RFP) out this week. John Bridges asked Mr. Beam to email him a copy. Matt Johnson asked about the timeline and Mr. Beam estimated April or May of this year.

### **GATEWAY WELCOME SIGN**

David Beam reported the Grand Opening and ribbon cutting went well. He has heard only positive comments. This project is complete.

### **BREEZEWAY SIGNS**

David Beam stated the Breezeway sign project is 95% finalized. Five percent has not been completed due to the stucco damage, residual holes from the removal of the old signage, and different shades of paint resulting from weather and fading. Mr. Beam called Brian Francis and met with him late last week at the site. Mr. Francis is pleased with the signage. They talked about options and decided to patch up the holes and may paint something like a cream color square with a black border around the new sign, which is located at the back of the breezeway facing the 2<sup>nd</sup> Street parking lot.

### **MAIN STREET PROGRAM**

Chair Felton stated the Newberg Main Street Program is now the Newberg Downtown Coalition. The first Board Meeting was held on Monday evening, February 15, 2010. In their most decisive action to date, they changed the name to the Newberg Downtown Coalition, since they are unable to use the trademark Main Street Program name until they have been brought into the organization. The Coalition is pursuing a non-profit status. The Organizational Committee, which is one of four groups under the Coalition, will work on gathering together volunteers and fundraising to help pay for expenses and fund a full or part-time staff member, who is currently Mike Ragsdale. Their next organizational meeting will be held on March 1, 2010 at George Fox University, at 6:30 p.m. The other three groups: Promotion, Design, and Economic Restructuring Committees, will be meeting at a later date not yet specified.

The current Board Members include Rob Felton, Kristin Horn, Loni Parrish, Dave Daniels, Dennis Lewis, and Allen Herriges, with three more board positions expected to be filled. Chair Felton stated he is open to suggestions for financing and fundraising.

TIME - 7:20 PM

**VI. OTHER BUSINESS:**

**New Projects and Budget:**

David Beam stated the spreadsheet in the meeting packet shows the projects discussed at the last Newberg Downtown Revitalization Committee meeting on January 20, 2010. This project list was presented to the City Council by Chair Rob Felton and John Bridges. John Bridges stated they had a brief discussion with the City Council during their informal session and talked about the projects the Newberg Downtown Revitalization Committee has done to date, such as the breezeway improvements, which has been a two-year process due to the ownership interest and negotiation for a maintenance agreement. Mr. Bridges stated the need for consistent funding on a yearly basis and showed the Councilors the list of projects the Committee can work on to maximize their funds. Mr. Bridges requested that the NDRC be included in the budget process on an annual basis. John Bridges requested \$35,000 for the upcoming budget year on behalf of the Committee and expressed the need for funding from the City in order to pursue other funding sources and grants (provides a match). The Councilors stated that this was the first time any City Committee members have come before them to ask for money during the budget process, since City staff has always made requests in the past. Mr. Bridges believes it would behoove the Committee to attend upcoming Budget Committee meetings and David Beam stated he would inform the Committee of those dates.

**Sign Code Update:**

David Beam stated the existing Sign Code is included in the meeting packet. The sign code had a major revision in 1998. Barton Brierley said there are 47 non-conforming signs in the entire City of Newberg that need to come into compliance by the end of March 2010. Of the 47 non-conforming, owners of 10 have not resolved what they will do. Also, Mr. Brierley estimated that an additional 50 or so signs are illegal. An Ad Hoc Committee for Electronic Signs has been meeting since September 2009 and expects to have a recommendation for the City Council within the next few months.

**Revision of Francis Square Use Rules:**

David Beam stated the existing Francis Square use rules are listed on page 16 of the meeting packet. The rules were drafted July 21, 1999. It was intended for the rules to be revisited after six months. Mr. Beam did an extensive search, but found no follow-up, so he assumes the rules were never revisited. The rules may need to be reviewed to make them more user-friendly. Mr. Beam then referred to the "Prohibited Conduct" section in Portland Parks handout to help generate ideas regarding park rules. Mr. Bridges suggested eliminating the rule that prohibits the sale and distribution of materials as well as the prohibition of alcoholic beverages. He would also suggest adding a rule that prohibits smoking. A park setting could be used during the summer months for wine tasting or during the Art Walk. Mr. Beam will talk to Terry Mahr, City Attorney about the suggestion of alcoholic beverages and will share his response at the next scheduled Newberg Downtown Revitalization Meeting. He asked the Committee members to review the material for discussion at the next meeting.

The next scheduled meeting is on March 17, 2010.

**VII. Adjourn:**

The meeting adjourned at 7:52 PM

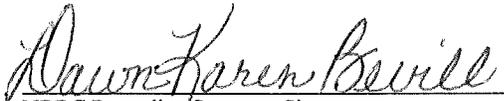
Passed by the NDRC Committee of the City of Newberg this 17<sup>th</sup> day of March, 2010.

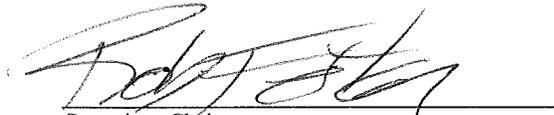
**AYES:** 5

**NO:** 0

**ABSTAIN:** 0

**ABSENT:** 2  
Zielsdorf  
Bridget

  
NDRC Recording/Secretary Signature

  
Committee Chair