(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, FEBRUARY 18, 2004 AT 7 P.M.

minutes are subject to approval at the April 21, 2004 meeting

I. CALL TO ORDER

II. ROLL CALL

John Bridges	**Dave Daniels**	**Sally Dallas**
Kristin Horn	**Louis Larson**	
Dave Mehler	**Lon Wall**	

Absent: Joan Drabkin

III. PUBLIC COMMENT - None

IV. MEETING MINUTES: Approval of October 15, 2003 and November 19, 2003

MOTION: Horn/Wall to approve October 15, 2003 minutes. (7 Yes/ 1 Absent [Drabkin]). Motion carried.
MOTION: Dallas/Horn to approve the November 19, 2003 minutes. (7 Yes/ 1 Absent [Drabkin]). Motion carried.

V. CIVIC CORRIDOR - Public Awareness Effort

Mr. Bridges said he went to a City Council meeting to describe the direction and proposed activities of the NDRC. He described the proposed development phases of the Civic Corridor plan and how it could be used as a prototype for streetscape work for the whole downtown area. The next phase is for public information and public input on the plan through a survey of preferred design elements of the streetscape. The thought is to take it out to City staff, Panning Commission and other city departments and civic groups for feedback, like the senior center. The presentation would be about 20-25 minutes in length. This work will be done with many civic type groups, like Rotary, Kiwanis, City Club, etc. The program will include a brief history of project, the draft design drawing of the civic corridor, implement the survey and describe the purpose of the survey. The is now developing ideas of what they would be surveying on such as streetscape furniture. The presentation should be on Power Point. Short question and answer period after going through survey. David Beam and John Bridges will go through the survey results and present them to the Committee. The Committee would develop a recommended Civic Corridor streetscape plan. The Committee would then present the recommended plan to the City Council for their consideration of adoption. With an adopted plan, anything in the future that the City purchased for the downtown streetscape would be consistent to the Civic Corridor plan. Discussion was held concerning the replacement of the tree blown down in the recent storm in front of

Chehalem Youth and Family Services. Ms. Horn said it would be a good idea to replace the trees consistent with the surrounding trees, even if they would be years apart in age.

Mr. Bridges said he has been given the permission to use staff to prepare the presentation. He and staff will come back to the Committee in the next few months with a draft of the program materials and presentation. Over the coming weeks, he asked Committee members to think of good places and groups to do the presentation.

Ms. Horn asked that when we are surveying about design elements such as trees, are we going to have unlimited options for "a tree" or do we need to narrow it down for the survey participants? Mr. Bridges said in describing the civic corridor, it has multiple kinds of trees, some are of certain design due to location/purpose and proximity to Central School. Discussion was held concerning the pros and cons of some types of trees suited for certain areas (fall/summer type trees drop their leaves 4 times a year, etc.) Ms. Horn said we need to be aware of the way trees grow, i.e. its root base and their effect on sidewalks, etc. Discussion was held concerning alternatives to root problems. There are some limiting factors in deciding the types of trees. Mr. Beam said there may be multiple groups of types of trees which could be considered.

Ms. Horn said that the Public Works Department has started replacing garbage cans in the downtown and noted that they appeared to be expensive.

Mr. Beam said they are being replaced at such a slow rate due to their high cost. By the time the City is purchasing trash receptacles according to the adopted plan, the existing receptacle could be relocated and grouped together in a discreet location of the downtown area. The former URD Committee had looked into styles of trash receptacles.

Mr. Bridges noted we should not be locked into one certain type of tree.

Mr. Beam opened the discussion regarding lighting. He stated that there exist a wide range. He asked if the survey should give choices in lighting of just stick with the new lighting style on Hancock Street. Discussion was held concerning the consistency of the vision of the downtown area (turn of the century - stick with that).

Mr. Bridges said the process should be to define the theme. Part of the process is to take into account that a significant investment has been made downtown into lighting. When they worked on the sign code for the downtown area recently, they talked about not restricting lighting styles to turn of the century, because no one really knew what style(s) were included in that period or how long that period covered (span of 50-60 years in terms of style and design?) The options should not be just the turn of the century, but maybe a theme that is 50 or more years of styles. The Committee agreed not to have the concrete trash cans with metal tops.

Ms. Horn said we can incorporate many styles and eras which would look good with the lights on Hancock Street.

Mr. Wall said what we may call Victorian may be considered modern by others.

Mr. Bridges said that by next month we should have a more developed draft of the Civic Corridor program for further discussion.

VI. FUNDING DISCUSSION

Mr. Bridges said funding should also be part of the Committee's discussion. The Committee needs to have a strategy that includes many types of funding mechanisms. He felt that since the Committee has already had a fairly deep discussion about EID's and BID's, the Committee should have a discussion whether or not to continue pursuing either of those funding mechanisms.

Mr. Wall said that it would be good to find out from people who own downtown property would react to a proposed EID. If we think it would fly with the property owners, then we should move forward.

Ms. Horn said she was against forming an EID if the limited amount of revenue raised by an EID were intended to be used for capital improvements. Forming an EID would require a lot of influence to make it successful. It takes a lot of hard work and hours with a committed group to talk with the property owners. However, she stated that EID's are the most successful means of financing downtown improvements through management. In the long run, there will have to be a paid staff. EID's have been proven to be the most successful way to get paid staffing. She does not object in principal to setting up an EID.

Mr. Mehler said McMinnville uses an EID to fund the downtown coordinator and he agreed with Ms. Horn in that it would be a hard sell to use the funding to finance capital improvements. It would be an effective way to hire staff that could work with the property owners and coordinate the City. The reservation he has is that setting up an EID would be a hard sell. He knows a few property owners. He feels that it is interesting to note that McMinnville's downtown representatives said that they were driven to do this. He does not see a wealth of deep pockets in Newberg to help fund this.

Ms. Dallas said that she has seen what Patti Webb (McMinnville Downtown Director) has done and if the idea was presented properly, the EID may fly with local land owners.

Mr. Beam mentioned other advantages of an EID. Paid downtown staff could help find additional funding (grants, etc.). After some time of success, the paid staff may be able to sell an LID.

Mr. Wall said he too had concerns about suggesting the idea of hiring someone who is not accountable to anyone. The director should be accountable to the land owners. Hiring the director should only be the first step. A good director would take the job to the next level, such as raising additional funds for the downtown. As fir using EID funds for capital projects, it would be difficult to sell.

Discussion was held concerning strategies to establishing an EID. You have to have good responses to people's objections. Patti and Jeb spoke of the importance of getting a group of property owners onboard that will carry the message. In their particular case, they had other issues to deal with, such as a 17% vacancy factor. They were starting from a different point than we would be.

Ms. Horn said a lot of property owners will be working with a 100% occupancy in Newberg. They have to approach the idea and structure it differently.

Ms. Dallas said that a staff person would be beneficial to reducing the turnover of tenants and in marketing the downtown area. The staff person could help being in a marketing plan. Discussion was held concerning a board that consisting of business/property owners that is part of the EID that would oversees the staff person's work.

Tape 1 - Side 2:

Mr. Bridges said that the Committee should put together a road map of persuasive argument to counter and negatives points that may be brought up. Discussion was held concerning the list of property owners in the Newberg. Ms. Horn said that one argument we are going to hear is "but McMinnville does not have Highway 99W going through it". Discussion was held concerning other successful towns. Ms. Horn said that with towns that have state highways that go through them, their directors have a good relationship with ODOT. Future plans are known.

Mr. Bridges also said that it would be helpful to have a list of property owners. There are likely to be property owners that own more than one tax lot downtown.

Mr. Beam said he would get a list of property owners together and make it available for the next meeting.

Ms. Horn said you can get the list together in two formats: mailing and by street. Discussion was held concerning identification of who owns what property, etc. Ask the title company if they can do a map of the downtown area. The tax lot numbers are not sequential on the street. Ms. Horn said if we can get the street number list, we can fill out the information on the map.

Mr. Bridges said another point to consider is that the McMinnville City Council contributes funds their EID. This would probably would not happen in Newberg. Discussion was held concerning the City administering the EID. Discussion was held concerning the process of initiating the idea. The initial investigating committee would need to create guidelines and come to a consensus on the type of process.

Mr. Mehler said that if the City does not go along with the EID idea, there would be a problem with getting the property owners to agree to it.

Mr. Bridges said that seeing if the City would administer the EID without charging fees should be part of the initial dialog. He also said he still wanted to see a property value comparison between Newberg and McMinnville from 15 years ago and today's values. The comparisons would be between McMinnville's downtown, Newberg's downtown, and McMinnville's 99W commercial area. He would not hesitate to go to the city and ask for free administration.

Mr. Bridges said that they needed to set something like a "blue ribbon committee:" a core group of people to develop a strategy and further define the mission of downtown staffing.

Mr. Wall said that full time staffing should be working for promotions and grant writing. This person can find money to invest into the downtown area rather than just from taxes. We need to have a person that will meet specific objectives.

Ms. Horn said we would have to know what method of assessment we were going to use and be able to calculate the amount of assessment for individual property owners.

Mr. Beam said he will provide to the Committee Patti Webb's job description, salary etc.

Mr. Bridges said he wanted to see ideas and use Ms. Webb's job description to use as a template for any future downtown manager for Newberg. Ms. Horn and Mr. Wall volunteered to prepare a draft job description and duty guidelines for a Newberg Downtown Manager.

Mr. Bridges said he would like to get the Committee's opinion on preferred funding strategies for capital improvements.

Mr. Wall said we have to first demonstrate to folks that we are accomplishing something before we can move forward. We have to have more than a just a plan. We should accomplish some things that are do-able right now.

Mr. Mehler asked what kind of grants would be available from ODOT?

Ms. Dallas asked if there was some urban renewal money left over.

Mr. Beam said no.

Ms. Horn said we should move forward with the plan to establish an EID, whose funding would be used for staffing downtown with a director. She felt we needed to accomplish this task. She also asked whether or not there would be funds available from ODOT that has not already been tapped. She said Dundee is working with ODOT money for their revitalization and part of the transportation plan - primarily the downtown area. How can we tap into that?

Mr. Beam said those funds were being used to make highway improvements on the east side of Dundee.

Mr. Mehler said that ODOT does not have pockets of money. However, he believes that we did not fight for what we needed to have in Newberg before the 99W reconstruction project started. He knows that ODOT has committed to helping with traffic in downtowns. We have a right to ask for changes. He's not sure if we can get anything, but it does not hurt to ask. Discussion was held concerning the transportation planning meeting.

Mr. Beam said that the City has attempted to get grant funds from ODOT for downtown improvements, through such programs like T-21. Most of these grant programs are very competitive and very political. Mr. Beam said it is important to get strong influential people on the boards that make the selections of projects that get funded under these programs.

Ms. Horn said if we get funded the first time, it improves the odds that we would get a second pot of money. Ms. Horn noted the City of Lebanon and how they handled this type of funding.

VII. OTHER BUSINESS

Mr. Beam handed out the background information about McMinnville's downtown that Ms. Webb had provided to him. Mr. Beam also noted that there is still an opening on the NDRC and that they were accepting applications. The Council will consider applications to fill the NDRC position at the March 1st meeting.

Ms. Horn noted some information that had been discussed at the last Newberg Downtown Association (NDA) meeting. GFU is going through the process of changing their logo to better brand and market the University. This is the same issue that the City and the Chamber has already talked about doing lately. GFU also said they possibly would like to hang some decorative banners on Hancock Street. The hardware is very expensive. She also felt that we should get them involved in our planning efforts, including streetscape improvements. It was brought up that if banners are being planned, ODOT and PGE would need to be consulted.

Ms. Dallas wondered how McMinnville is allowed to hang banners across the highway and we are not. The proposed GFU banners would be put on the new streetlights, which are leased to the City from PGE.

Ms. Horn said that we should work with GFU regarding the banner idea. What does the group think about this proposed project? We should tell GFU what we want to do.

Mr. Beam said McMinnville's downtown banners are sponsored by different wineries. Maybe GFU could by banners that show designs of different seasons and also include their new logo on them.

Ms. Horn said GFU wants more visibility and PR. Ms. Horn said they talked with Rob Felton (GFU's Public Information Director) about the banner idea and ask him how we should proceed.

Mr. Wall said we used to have a sign "Welcome to Newberg, home of the Quakers." The identify of Newberg was of a paper mill, farming, and GFU, The college has a pretty low profile these days They could once again be a key player in the City's identity. We should encourage GFU in there efforts to raise their profile.

VIII. NEXT MEETING - March 17, 2004

IX. ADJOURN

Chair Bridges adjourned the meeting at 8:30 p.m.

PASSED by the NDRC Committee of the City of Newberg this 21st day of April, 2004.

AYES:	NO:	ABSTAIN: (List Names)	ABSENT:

ATTEST:

______________________________	PEGGY R. HALL	
NDRC Recording Secretary Signature	**Print Name**	**Date**

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, MARCH 17, 2004 AT 7 P.M.

minutes are subject to approval at the April 21, 2004 meeting

Chair Bridges opened the meeting at 7:00 p.m.

I. ROLL CALL

John Bridges	**Dave Daniels**	**Sally Dallas**
Kristin Horn	**Dave Mehler**	

Absent: Joan Drabkin
Lon Wall

II. Public Comment - None

III. Approval of Meeting Minutes - Approval of January 21, 2004 meeting minutes.

MOTION: Horn/Dallas to approve the minutes with the amendment of the word "business" owner as referenced by John Bridges referring to the location of his office in the downtown area. (5 Yes/2 Absent [Wall/Drabkin]/1 Vacant [Larson]). Motion carried.

Mr. Bart Rierson was in attendance as the new NDRC member appointed by the Council.

IV. Downtown property ownership.

Mr. Bridges reviewed how an economic improvement district (EID) would provide a funding mechanism which would provide the resources to hire a downtown manager. The Committee had previously heard from the McMinnville Downtown Association manager and representatives. They noted that a full time manager could help attract businesses and do a variety of other important cheerleading functions. They also said that it was important to identify key property owners to serve on an EID formation board (a "blue ribbon committee") whose function would be to educate the rest of the property owners on the advantages of an EID.

Joan Drabkin appeared at the meeting at 7:10 p.m.

Mr. Beam provided a list of the Newberg downtown property owners and tax lot maps. One list is arranged by tax lot number and the other is alphabetical by the last name of the property owner. He said there was some small portions of the C-3 zone (east side) not represented on the lists.

Ms. Horn said that since the last meeting, she had developed concerns with the direction the Committee. She was concerned that some were looking at the EID as a mechanism for potential capital improvement funding. She did not feel that funding was sufficient for this type of use and questioned whether or not the funds could be used in this manner. As for setting up an EID for use of hiring a downtown manager, she cautioned that the committee should take it slow. Newberg has just gone through a substantial tax increase regarding schools. The committee could have a problem with passing an EID. She was an advocate of downtown management.

However, if the Committee wasn't careful, the EID effort could end up something like the urban renewal district (URD) experience, which was formed, but later retracted due to the vote of the people not wanting it. Discussion was held concerning proceeding with an EID.

Mr. Bridges said they were trying to enhance the design of the civic corridor plan and make it a real blueprint for the rest of the downtown. He also stated that the Committee is open to using many other funding resources for downtown improvements. Forming an EID is just one mechanism. He does not have any preconceived notion of what the time line should be for the EID effort. He feels that it is important that the Committee work with the downtown owners to make them the advocates of the EID effort. As for EID assessment methodologies, McMinnville has used the property per square foot basis. Discussion was held concerning helping to educate downtown EID promotional team. It could be a long process. He could envision Newberg's process to be longer than what it took McMinnville to do (12 months).

Mr. Rierson said he has a friend that worked for a fund raising group. The fund raised were used to cover the salary of the management. The URD had an overwhelming opposition. There may be better alternatives for funding a downtown manager

Discussion was held concerning people would rather pay money for improvements than pay for downtown management.

Mr. Bridges said it was a good idea to pursue to pursue other funding mechanisms. Mr. Beam's work for the downtown area so far has been good, but Mr. Beam can't commit the time needed to manage the downtown area. Discussion was held concerning considering other funding mechanisms for capital improvements.

Mr. Bridges said that the EID might raise approximately $20-25,000 per year. Discussion was held concerning a $.06 per square foot charge/fee.

Ms. Drabkin said that it costs her about $1200 per year for fees for the McMinnville EID.

Mr. Beam said the minutes reflect that the average assessment in McMinnville was $383.

Mr. Bridges said the property owner pays that amount and not the business owner.

Ms. Drabkin said there is only so much of a tax burden a business can take.

Mr. Bridges said that the renters think that the fee will be passed on by the landlord.

Ms. Drabkin said she was careful to maintained and sustained the rental rates so as not to that price the business owners out of the market. Discussion was held concerning how some property owners may or may not pass on the fees.

Ms. Horn suggested that the Committee put together a group of major property owners and if we do not get good support from them for the EID project, then we may possibly need to step back from the effort. She said she would work with the group to try to get a consensus from the property owners as to what would work for them.

Mr. Bridges said that it is fine to keep an open mind about using all the different funding mechanisms for different downtown improvement needs. It is fine to identify what our Plan B should be. However, other than going out with grant writing or hat in hand, the EID appears to be the best mechanism for funding at this time. In reality, if we sit down with business owners, there is some truism that will come out of the meetings. They may say all kinds of reasons not to do an

EID. On the other hand, they might see that an EID will potentially benefit them and it would be a good idea for them to take stock in it.

Ms. Dallas said to approach the land owners with the EID idea as a suggestion. Use a soft approach and get some input.

Ms. Drabkin said EID money is primarily used to fund a downtown managers. Maybe there is a combination method where both property owners, business owners and maybe others in the community pay for downtown management. The entire town should have a interest in the health of the downtown.

Mr Beam said the URD mechanism is sort of an "entire town" concept of funding the downtown area.

Mr. Bridges said the Committee can be responsive to the short-term and long-term needs of the downtown. The long-term URD mechanism did not work. The Committee has examined the used of a BID alternative, maybe in conjunction with an EID. Maybe the property owners would prefer a business owner/property owner shared burden of funding downtown improvements. As for capital projects, we could look at doing an LID. There are many options, but we need to get stakeholders into a dialogue. Nothing is decided yet. We need to decide on who to approach for the core downtown owner group and then we could work on a strategy on how to approach the rest of the stakeholders, what we give them and our recommendations.

Mr. Bridges felt that the consensus of the Committee was to talk to the property owners about proposing an EID. We could also offer other funding mechanism alternatives.

Ms. Horn asked if we could use EID funds for capital improvements?

Mr. Beam said that he researched this question a while back and didn't get a clear answer. If we wanted to go that route, he felt we would need to get a legal opinion from the City Attorney. Discussion was held concerning McMinnville wanting to do street lights and other improvements with their funds and work that had been done on one of their businesses in the past to help them create a better facade (Oregon Stationers.) and signage.

Mr. Bridges said that some of Ms. Webb's salary is funded by fund raising. She also raises funds for improvements, like flower baskets. If we formed an EID, the board could decided that the management person should do fund raising to do flower baskets, etc.

Mr. Beam said capital improvements are generally considered to be fairly large projects, not like flower baskets, etc.

Mr. Daniels asked if we could get more information from comparative cities other than McMinnville.

Ms. Horn said that she checked with other cities and nearly all are using EIDs or BID/EID combinations (which were not really that popular).

Mr. Daniels said that doing your homework and meeting the stakeholders ahead of time is important. The previous Newberg downtown association had an EID, but it was not successful. We need to select a cross section of business/property owners. We should focus on people that would possibly be a hard sell and then bring them on board. For some, you just need to convince them NOT to work against your efforts.

Mr. Bridges asked about identifying who would be the core group to approach. Discussion was held concerning old and new property owners. Some of the long time owners may be more difficult to work with.

Tape 1 - Side 2 -

Discussion was held concerning the various properties and business owners.

Ms. Horn suggested the Johnsons, Melvin Sprecher, and other people who own a significant piece of downtown.

Mr. Bridges noted the following property owners as being possible committee contacts: Cain, Ovietts, Nilles, Sprecher and non-individuals such as Francis enterprise, Eagle Newspaper, and including the Johnsons, Minthorns, George Fox University.

Ms. Horn suggested that we focus on the ones already discussed and then add some of the ones Mr. Rierson suggested: create a cross section of different owners in order to get a better sense of whether the thing will go. The question came up as to the influence on the process by those not assessed: residential properties, non-profits, government, etc. Do they get a vote on the formation of the EID.

Mr. Beam said he will check on this.

It was suggested to invite property owners Ray Mundo and Lourdes Sosa. Some thought we should invite the business owners, not just the property owners. Others thought not to include them, since they don't have a right to vote on the EID. A suggestion was made to develop a strategy of contacting the property owners, who then would then go out and talk with their renters, etc. Discussion was held concerning having Allyn Brown being on the Committee.

Mr. Daniels left the meeting at Dave Daniels left the meeting at 8:00 p.m.

How would property owners of undeveloped properties be assessed? The Committee discussed the number of committee members for the cross-section.

Mr. Ed Hixon (audience member) commented that business owners should be included in the process as well as property owners. He felt that business owners have at least as much interest as the property owners in improving downtown.

Mr. Bridges said that certainly that BIDs will certainly be included as a potential funding mechanism. A downtown manager would work with all the businesses. A good example is that of the McMinnville EID. The EID helps pay for the downtown manager, but the manager then sells memberships to the downtown area, raises promotions funding, etc. When the Committee compared EIDs and BIDs, some thought that businesses would be more sensitive to the impact of an assessment than a land owner. The BID has the same voting concept; if 1/3 of the businesses do not want to do it, the BID will fail. The Committee had thought that the business owners were more likely to vote an assessment mechanism down than the property owners.

Mr. Hixon, the owner of the downtown business called Six-One-Four, said that it would be better to have business owners participate in the process. You may find more support from the business owners rather than from the property owners.

Mr. Bridges said the EID would be administered by the City. However, the program's policies and direction would most likely be set by a volunteer board consisting of property owners and business owners, like McMinnville's. That board would certainly champion the desire and needs of the downtown businesses. Discussion was held concerning the businesses and the community interaction. Discussion was held concerning using both business owners and property owners as part of the initial group to spearhead the EID effort.

Mr. Hixon felt that business owners would be more enthusiastic about an EID than property owners. Discussion was held concerning level of owner/occupied businesses in downtown Newberg.

Ms. Drabkin said it would be helpful to see what the businesses have to say and how they feel about.

Mr. Bridges said perhaps the Committee could examine the strategy and process of how to form the core promotional/educational group at the next NDRC meeting.

Ms. Horn said that when we took the BID idea off the table a while back, it was under the assumption that some businesses would not be in favor of it.

Mr. Hixon felt that there may be a challenge to build business support for the idea and some businesses may not be able to contribute a lot. It must be ensured that any funding mechanism for downtown improvements will not place a heavy burden upon them.

Mr. Beam said referred back to a previous staff report that stated that about 1/3 of the downtown businesses are owner occupied. Discussion was held concerning how Committee members should come to the next meeting with process and strategic ideas to form a EID and/or BID.

Mr. Bridges said that he and David Beam could develop a draft proposal on the strategy/process for forming an EID and/or BID.

Kris Horn said that she would check to see what other cities in Oregon are doing EID/BID combinations. Discussion was held concerning what cities have done the combinations. Ms. Horn said that she thought Tillamook was thinking about going that direction.

Ms. Drabkin suggested that an outline be prepared rather than a proposal.

Mr. Bridges said that in preparing for similar efforts, ideas area brought to the discussion and peoples reactions to the ideas are discussed.

Mr. Rierson said he suggested that there be an outline and proposal (draft) that makes sense may save some time.

Mr. Bridges suggested that we just bring a flip chart to the next meeting and we can figure out downtown strategies. This effort will likely take up most of the next meeting time. Therefore, he told Mr Beam that the NDRC would be reviewing the draft Civic Corridor presentation at the May meeting, instead of the April meeting.

Tape 2- Side 1:

VI. Downtown Newberg Property Values

Mr. Beam presented his comparative analysis of the property assessment changes over the last fifteen years in Newberg and McMinnville. He noted that there was a higher rate of increase in Newberg.

Mr. Bridges felt that it is cheaper to purchase property in McMinnville.

Ms. Drabkin said historically, Newberg used to be cheaper. Discussion was held concerning metro area influencing property values in Newberg area.

Ms. Horn said that the McMinnville downtown revitalization effort was galvanized by the by their high vacancy rate of around 17%. Newberg's current vacancy rate is not that high.

Mr. Beam said that from the lists, he calculated the total downtown property values in Newberg: approximately $22.5 million in assessed value and market value was around $35 million. These figures reflect the downtown values minus the small area of the C-3 zone that was missing from the list that he had mentioned previously in the meeting.

VII. Civic Corridor.

Mr. Beam said that he was beginning to develop ideas for the Civic Corridor presentation. He made the following suggestions:

1. We may need to ask the survey participants for their preferences in style, exteriors, colors and materials. Discussion was held in factoring in costs regarding longevity of the benches and trash cans. Mr Beam also discussed how bike racks should be small in size and more numerous. They should be spread out in the downtown area to be more user friendly.

2. He had also talked to Vicki Duggan from the Oregon Downtown Association (ODDA.) She suggested that the options should be presented as conceptual groups. This will help avoid choosing downtown amenities that are mis-matched.

Mr. Bridges said the survey should include the pros and cons of each option.

Mr. Beam said that next month he would try to provide some examples of street furniture for the Committee's review such as benches, trash cans, bike racks, an trees. He would also try to provide examples of curb extensions but he does not know what is available. He requested that if any Committee member knew of any good examples to please forward the information to him. Preferably sending digital photos to him.

Mr. Rierson addressed street lighting and things that are easy and not expensive to do such as the little white lights for the street trees. He acknowledged that getting power to the lights can be a challenge.

Mr. Beam provided a copy of a League of Oregon Cities' article received from Councilor Bob Andrews concerning how "LaGrande Improves Its Living Room. The article noted how the process involved 3 programs: setting up an historical district property, urban renewal district and creating a vertical housing tax relief program. Mr. Beam noted that: (1) the downtown may qualify as an historical district and could be formed, if the support existed; (1) a URD was recently formed and disbanded; and, (1) the city could participate in the State's downtown vertical housing incentive program, but added that the program was currently undergoing some significant changes.

Mr. Beam said the Downtown Association met this morning. It was suggested that perhaps the NDRC could set up a booth at the Harvest Festival in September to get the word out about the Civic Corridor project.

Ms. Horn said she would likely waive the booth fees for the Civic Corridor display. The group felt that this was a good idea and that they should discuss the idea further at a meeting around June.

Mr. Beam said he would provide copies of past NDRC meeting minutes and materials on EIDs and BIDs to Mr. Hixon and Mr. Rierson.

Mr. Beam said the next meeting was scheduled for April 21, 2004.

IX. ADJOURN

Chair Bridges adjourned the meeting at 8:30 p.m.

PASSED by the NDRC Committee of the City of Newberg this _____day of April, 2004.

AYES:	NO:	ABSTAIN: (List Names)	ABSENT: Drabkin

ATTEST:

______________________________	**PEGGY R HALL**	
NDRC Recording Secretary Signature	**Print Name**	**Date**

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE
MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, July 21, 2004 AT 7 P.M.

minutes are subject to approval at the October 20, 2004 meeting

1. Call to order -

   Chair John Bridges called the meeting to order at 7:00 p.m.

2. Roll Call:

Attendees:	John Bridges Edward Hixon Lon Wall Joan Drabkin	Kris Horn Sally Dallas Bart Rierson
Absent:	Dave Mehler	

3. Public Comment

4. Meeting Minutes - Approval of May 19, 2004 Minutes.

MOTION: To approve the May 19, 2004 minutes. [7 Yes/ 0 No/ 1 Absent] Motion carried.

6. Downtown funding mechanisms - continued discussion.

David Beam – Checked to see if the members received the 2 maps that broke down the downtown into zones. He then proceeded to explain the different options for raising downtown improvement funding, depending on which assessment method they might choose to use. He gave examples for two different addresses 214 E. First St. and 616 E. First St. The purpose of reviewing the different assessment methods was to see which ones would provide the committee the means to reach their goal of getting enough money for a downtown manager. Different ways to assess properties are based upon the tax assessed value of the property, on the size of the parcel, or on the size of building on the property.

Joan Drabkin - Could you explain the difference between parcel area and building size?

John Bridges - Parcel area is the land size and building size is the size of the building footprint. We have to look at what is our goal of what we want to have as a salary level. I thought we were looking to raise about $40,000 and feel that is an accurate amount for a salary for that position. So if we take all parcels in zone C-3 that would raise $48,000, or the buildings which are in the same zone would raise $35,000. I did some calculations by differing the amounts of assessments to the building areas. There are multiple ways to using these assessments to get to our goal of $35,000 - $40,000 and I don't personally have a preference.

Bart Rierson - Since we are looking at different ways to raise money, do you think $40,000 will pay for everything, salary office space and supplies or is the City going to pay for that?

John Bridges - the purpose of this exercise was not to necessarily say $40,000 but to see how we could raise the money.

Kris Horn - I think it is in the high end of salary range.

John Bridges - $40,000 might cover some of the other costs also but it was just a starting place. What seems to me to be the least attractive approach would be to use the assessed value method. People think of high numbers when they think in terms of some portion of $1000 of assessed value.

Joan Drabkin - The assessment values can always change.

John Bridges - Another reason assessed value is unattractive is because the values will change. Less stable.

Joan Drabkin - Then the EID/BID charges won't stay the same either .

John Bridges - You don't want to change rate so much too much, as it will kill your local support.

Bart Rierson - Parcel area seems to be less fair than building area, especially with people with parking. We want to encourage parking; don't want to penalize owners that provide something that everyone downtown can benefit from.

John Bridges - Even if the off-street parking for their own benefit then they are not utilizing street parking .

Lon Wall - It would make more sense to base on size of structure. Most business are going to be generating income based on the size of the building itself. Usually the bigger the building, the bigger the business. The problem with assessed value method is that there could be a built in dis-incentive to improve they property. That is probably the last thing we want to do.

David Beam - So far, we have only been discussing assessing the footprint of the building, not the square footage of the building.

John Bridges – That's the ground floor footprint.

Joan Drabkin – I am opposed to the EID. I also question now, after my renovation, the neccesity of a downtown manager .

John Bridges - Are you talking in regards to getting renters or visitors?

Joan Drabkin - What I see Patty (McMinnville Downtown Manager) doing is get renters in.

Kris Horn - She spends more than half of her time on promotion.

John Bridges - I don't think the problem is getting renters. It is getting renters that you want downtown and that will stay in business. Creating a good mix of business. I think there is an importance to other owners to make sure that those business you encourage to be in downtown have the dynamics to enhance the area.

Joan Drabkin - I have taken the initiative to do that. I would to just improve my building instead of paying the tax.

Kris Horn - I believe that a downtown manager would be valuable. However, I think Joan is representative of the majority of the property owners. We were going to poll the propety owners. Have we done that yet?

John Bridges - No. We need to have some idea of what we are trying to accomplish before we do the poll. I think we would have negative response right now without more information to show them.

Kris Horn - I think we will get a negative response any way. What I hear from other downtown owners is basically the same as Joan Drabkin's view. Wasn't something like this tried a few years ago?

John Bridges - If we can't try something every 10 or 20 years, how will we know if we can be successful or not?

Kris Horn - If you don't have a good chance of getting a positive response, it messes it up for future tries (perceived failures).

John Bridges - I agree that you don't want to follow through and spend a lot of time if you are not going to have a good chance. However, what is the alternative? I am willing to spend some of my time to have a good presentation and provide something to the public. Joan, I have not heard you give your disapproval for this idea in as big a way as you have tonight.

Joan Drabkin - I have always had my doubts about this funding idea. I am now especially concerned about the idea, now that I am actually in the midst of building renovation, putting the money back into the building.

Edward Hixon - I have a concern. Do we actually have an objective for hiring the manager? We need to set clear, obtainable objectives. We don't know how much money we will need because we don't know what we are funding.

John Bridges – It's kind of the chicken and egg sort of thing. We could draft what we think dollars are necessary and some semblance of job description. But then ultimately it is not this body that gets to make this decision. There would be a committee formed by the City Council to create the goals and policies and how money would be spent. It makes sense to me that the property owners would be the ones on the committee.

Joan Drabkin – This is the first I have heard of a committee

Kris Horn - I didn't understand it to work that way. The city usually hires the downtown association to do it.

John Bridges – I think it is the property owners' right to be in charge of the manager.

Joan Drabkin - What makes you think the council would approve of this?

John Bridges - They would appoint a committee that would make a recommendation to the City for what to do. I would hope they follow that recommendation . It seems obvious that they would, because there are no other resources for this kind of information.

David Beam - I would disagree. McMinnville contracts out the EID work to the downtown association which is made up of downtown property owners and businesses. There, the council doesn't appoint the committee.

John Bridges - However, there is nothing that restricts the council from appointing a committee.

Kris Horn - Do you know of a successful model for that kind of action?

Joan Drabkin - The Council wouldn't have to ensure that it was made up of property owners.

John Bridges - If property owners wanted to be more involved, they could get involved with downtown association.

Bart Rierson - My big question is, are we going to be able to get enough support for funding for this kind of program? My perception is they don't like to pay for these fees. I have seen success with other communities. I think if we have an idea of what the person would do and state the advantages to having this downtown manager position, this would be the best way to start .

David Beam – Just to remind everyone, staff developed a list of EIDs in the state with contact names.

Bart Rierson - I reviewed and read the list of EIDs and contacts. I tried to contact other communities regarding EIDs and I didn't have much success with talking to any of them. They did not return his calls.

Joan Drabkin - What other communites have this again?

David Beam – I don't remember them off hand. Discussion was held trying to remember the names of the communities who had EIDs with downtown managers.

Lon Wall - We still have not resolved anything. The committee might have a crisis of faith for this issue. Two meetings ago some of the members came and talked to me about the committee's support of EIDs. Most of us are business people, but I am surprised at the fact that we can't stop messing around. At the last meeting, did anyone bring up the issue of whether we should support this effort? I was not a big supporter of EIDs when it first appeared the group wanted to go with it . Is there actual support in this committee to do this or should we cut just our losses?

Edward Hixon - Who supported the EID concept and who didn't? Joan Drabkin and myself didn't, but we decided to go along. I can't support it now for a different reason. I am concerned about the downtown's need to have business' that would want to make people to come downtown, not just anyone. I think now that you have explained that managing the EID would involve the putting together a committee of property owners, I don't feel comfortable. I don't think that the property owners are that tuned in with the goings on in downtown.

John Bridges - I was misunderstanding how McMinnville's EID worked.

Dave Daniels - It still leads me to not support the EID effort. I don't think there is a lot of chance of success.

John Bridges - One of the pieces of information that we do have is job description from other downtown associations. We need to get a more concrete idea of what the property owners would get for their EID funding. The goal should be to develop something that you could give out to the owners that says "this is what the idea is, would you be interested in it?".

Dave Daniels - Business owners also should be on the committee.

Joan Drabkin - Property owners should not fund it all. Assessments cannot always be built into the rent. Sometimes you have pre-negotiated rents.

Dave Daniels - I voted for the EID idea before. I thought it was a fair option. Don't you think it is a good investment?

Joan Drabkin - It isn't the way I want to invest my money. I would rather spend it on my building.

Dave Daniels - Not everyone is using their funds, like you, for upgrading their property. Are you getting a lot of foot traffic?

Joan Drabkin - I know other business who are and others are waiting to come into downtown. Do you have personal experinece with downtown?

Dave Daniels - I was a business owner.

Discussion about how there are businesses that thrive downtown.

John Bridges - Are you saying that we shouldn't proceed with the EID idea anymore?

Edward Hixon - No, I just don't support it. I think the EID governing body has to consist of both property owners and business owners, because both sides don't always have same interest's at heart.

John Bridges - Can I get a consensus that we all agree that any EID governing body should be combined representation? So having said that, Edward you are still against the EID effort?

Edward Hixon - We originally came into the EID effort to put together materials to present to the owners. The owners would put together a committee to hire a manager.

John Bridges - David & Kris indicated the other models showed that EIDs are usually operated by a entity separate from the government and that those overseeing the entity consisted of a mix of property and business owners.

Lon Wall - We were going to start with a select group of the larger property owners, because with out their support, we would get nowhere. I think things can be structured to benefit both property owners and business owners.

Edward Hixon - That was what was in my mind.

Joan Drabkin - I agree.

John Bridges - There are places that have EIDs and BIDs. We went through a process to decide which method to support. We discounted BIDs and EID/BID combinations, so we were left with EIDs. We talked about approching a select group of property owners because these are the people that will determine whether or not the idea flies. It was a strategy to try and gauge whether people are interested.

David Beam – I have never seen and official combination of EID and BID, but I think, in effect, that is what you have in McMinnville .

Sally Dallas - I think we have gotten off-track. We were going to talk to property owners because they were going to pay for it.

John Bridges - Dave Daniels: are you in support of pursuing the EID concept?

Dave Daniels - I think we need to do something. Put together a concept to approach people.

Kris Horn - I have always been in favor of the EID, but I have talked to enough owners to know it is not going to be supported. So I'm afraid we are our wasting time.

Dave Daniels left 8:00pm

Sally Dallas - I know we need a manager, but I am ambivalent. I think it will be harder and harder to convince people of the need because there are no empty spaces in downtown. I think if there were more vacancies and it was more of a hardship, then it might be easier to convince people for the need of this position.

Lon Wall – I never thought I would spearhead a new tax, but I did because I thought the committe wanted to do this. Now I'm not sure the committee has heart to follow through. Maybe now we need to move on and come up with something else.

Bart Rierson – I am at a disadvantage, since I wasn't here for some of the earlier discussions. I remember thinking we may end up spending $40,000 and have nothing to show for it. I agree you will have trouble getting support, but I think it is worth asking. I think we are close enough to having the information together to go ahead with our plan.

John Bridges polled the members to see if they thought the Committee should continue pursuing the EID concept:

Joan Drabkin - no
Lon Wall - no
Bart Rierson - no
Sally Dallas - no
Kris Horn - yes
Edward Hixon - yes

Bart Rierson – I think we should take the $40,000 and invest it in downtown. It could be by the NDRC Committee or Council. We already have a list of prioritized improvements to be made.

Kris Horn - We are still going to have to figure out how to promote the downtown area.

Bart Rierson - Don't we already have the chamber and groups that do this? Do we need another?

Kris Horn - The NDA does that because there is no downtown manager.

John Bridges - There is a big difference between voluntary versus paid work.

Joan Drabkin - There also is a dramatic difference between voluntarily giving money as opposed to a tax.

John Bridges - One of the great things that Bart raised. All we have is a sense that the owners are going to be against this idea that what Joan and Kris telling us. What do you think about going ahead with a survey?

Joan Drabkin – I think it shouldn't be a select group. Everyone who would end up paying should be surveyed.

Bart Rierson - We need to decide if we are going ahead with the idea. You can't pick just people who you know will say yes.

Lon Wall - It can't cost that much to survey all the owners.

Joan Drabkin left 8:10

Bart Rierson - I think the way we are proposing to do this might be overwhelming in a letter.

Lon Wall - I'm not sure there is a more fair or objective way.

Kris Horn – Maybe we can try to select the biggest owners property owners?

Bart Rierson - The simplest thing to do is draft a letter for the Committee to review.

Lon Wall - We could have comment section where we could ask questions.

Bart Rierson - May they will come up with ideas we haven't thought of .

David Beam - You don't overwhelm property owner with too much information. Any survey should be short.

John Bridges - Kris, what do you think of some sort of survey?

Kris Horn - I would support it. That way we will know one way or another. I didn't think this was all that we were going to be working on as a committee. I think other issues are getting slighted.

John Bridges - I thought we had consensus on this before. However, I sense that you are all feeling frustrated, but I am 100% confident that we had consensus at one time to pursue the EID concept.

Kris Horn - When we started out, we were looking at resource for capital improvements.

Lon Wall - I'm not sure that was a great consideration. I too thought there was a consensus. In fairness to everyone, we need to come to a decision as to whether or not to continue with the EID concept.

John Bridges - David & I will work on questions for a draft survey. I envisioned a cover letter to send to business owners.

David Beam – I will not be in the office for a few weeks and won't be at the next NDRC meeting. Maybe if would be better to get someone else to work on the letter with you.

Edward Hixon - Will this letter be available to review before it goes out?

Lon Wall – I think we should use as few people as possible to draft letter.

Sally Dallas – Maybe you could email out draft.

David Beam - Will you find a partner to work with you on the letter?

John Bridges - Who in your office might be available?

David Beam – Barton Brierley

MOTION: Rierson/Wall To approve drafting of a survey letter for next meeting. [5 Yes/ 0 No/ 3 Absent] Motion carried.

7. Civic Corridor - public presentation update

David Beam – Let's go over the information in the meeting packet. You should have gotten pictures Kris took in The Dalles in your packet. Any comments on the pictures, Kris?

Kris Horn - The pictures were pretty self-explanatory.

John Bridges – John led group through the pictures of benches and bicycle racks. There was general discussion as to which they liked and should use for options for the public survey.

Kris Horn - The only thing is, Dave said he heard strong opinions about the bike rack issue.

David Beam - I have concerns with larger units taking up too much room. It's better to spread out many smaller units.

Sally Dallas – Serendipity in McMinnville has a single rack in the old fashioned style. Maybe we can get picture.

David Beam - We should replace the pictures of larger racks.

John Bridges - I'm going to McMinnville tomorrow. I will check out the bike rack at Serendipity.

Bart Rierson – That bike rack has the old-fashioned feel.

David Beam – The City of Lake Oswego example is pretty nice. It is simple design.

John Bridges - We were trying to get concepts of bulb-out designs. The homework I gave you was to circle the ones you like. I like one with trees short vegetation and short wall. On the bottom left page 7.23 is a mid -street bulb-out maybe we ought to have that as a consideration.

Kris Horn - Are you are going to have something for the civic corridor north/south plan?

John Bridges - On page 7.22 is what they just did in Lafayette. I think you would find that people would like it better. On Page 7.23, top right bottom left, is Orenco Station, using short pillars with changes for break between traffic and pedestrians. On picture on page 7.24, bottom right, is very attractive. On the top left is a mixture of these things.

David Beam - That makes 5 choices.

John Bridges - Does anyone have another?

Bart Rierson – I think that is a good selection.

John Bridges – Kris, did you measure The Dalles banners?

Kris Horn - No

Discussion regarding the different banner sizes in the photos

Kris Horn - I will call the downtown manger in The Dalles and see if we can get sizes.

John Bridges - Could you please verify if it was a state highway?

David Beam - Gave out handout from PGE website on trees they like to see on streets. I am finding it a real challenge to get information and examples. At some point, maybe you could give us you're the top 5 trees you would like to see used in the survey.

Bart Rierson - Are you looking for something that PGE likes to use for height so as not to interfere with the power lines?

David Beam - that and they don't mess with the sidewalk. Currently, in downtown Newberg we have Chanticlear Pears in between blocks and red maples on the corners. After we come up with some choices for trees we could invite a master gardener to give us some kind of idea which ones would be the best.

Bart Rierson - You want us to email suggestions?

David Beam – Let's mull over the tree selection possibilities for next meeting. Maybe we will come up with some questions for the gardener.

Bart Rierson – Are we looking for something not tall?

David Beam – 20'-30' in height and in proportion to buildings they are close to.

John Bridges - The other thing is you want to maintain the visual aspects of the corridor

David Beam – We should also include what we already have in the downtown, the pear and maple.

John Bridges - Were you going to do a survey sheet for people?

David Beam - Once the Committee decides on the survey choices they want. We can also do a background piece on the Civic Corridor.

Kris Horn – Could we check possibility of getting a colorized version of the Civic Corridor downsized for presentations?

John Bridges - I envisioned a handout and power point presentation.

Bart Rierson - What chance do we have of getting it posted to City's web site?

David Beam - Certainly a possibility.

Sally Dallas – It would be cheaper for the City.

John Bridges - Our homework is to look through the street tree options and look for others.

David Beam -Remember, when looking for varieties, think about size, disease resistance and destruction of sidewalks.

John Bridges - Anything else on the corridor?

David Beam - As a reminder, do we still want to do an exhibit at the Harvest Festival?

John Bridges - I don't think we have time for that.

David Beam – We could just have the big picture of the Civic Corridor and talk to people about it. It's the perfect time and place for it. The Festival is on September 11th.

John Bridges - Whatever you think about, I will be gone. Is any one available to work at a booth?

Lon Wall – I might be available.

David Beam - If someone could work the booth, we could put something together.

Sally Dallas – We would a need light.

Bart Rierson – I have a canopy.

John Bridges - Discussion of what would be needed for the booth.

Kris Horn - Do you want me to call and get space? I can probably get it for free?

8. Other business

David Beam – Update you on other stuff going on. We secured the banner grant, the Head Start grant, and $25,000 to do 2nd phase of the future commercial/industrial land study. What we are doing now is figuring out how much land we need in the future. Hopefully we will have more land available in the next couple of years.

Grants Working on:
Gateway project reconstruction old monuments
Airport master plan
Purchase of land at east end of downtown to put up a welcome to
historic downtown sign land and plant trees west side on 99W on west end of town.

9. Next Meeting - August 18, 2004

David Beam - I will not be here. Do you want someone from staff to replace me? Do you want to skip the meeting in August?

Lon Wall – I don't have objection to skip meeting.

The group decided to hold a meeting in August.

10. Adjourn

MOTION: Lon/Bridges To adjourn at 8:55p.m. [5 Yes/ 0 No/ 3 Absent] Motion carried.

Passed by the NDRC Committee of the City of Newberg this 20th day of October, 2004.

AYES:	NO:	ABSTAIN: (List Names)	ABSENT:

ATTEST:

	DAWN NELSON	
NDRC Recording Secretary Signature	**Print Name**	**Date**

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE
MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, September 15, 2004 AT 7 P.M.

minutes are subject to approval at the October 20, 2004 meeting

1. Call to order

   Chair John Bridges called the meeting to order at 7:00 p.m.

2. Roll call

Attendees:	John Bridges	Dave Mehler
	Edward Hixon	Sally Dallas
	Lon Wall	Bart Rierson
Absent:	Joan Drabkin	Kris Horn
Staff Present:	David Beam	Dawn Nelson

3. Public Comment

   None noted

4. Gail Meredith regarding Hess Creek/Highway 99W

John Bridges - I have invited Gail Meredith to explain some fencing concepts that have been developed for the Hess Creek/Highway 99W area by a group of citizens.

Gail Meredith - The group had already done some drawings for a proposed new fence in this area when she joined the group. Oregon City has some nice fencing area along Willamette river. Seems that with relatively little money, we could create a great impact and get the community behind the project. To prove that it is easy to get interest, Bart Rierson has already agreed to do some welding. I also have connections with the Schnitzer's, who own the Oregon Steel Mills.

John Bridges - One of the things that you have in one of the drawings is a big bulb-out. Have you thought about the engineering involved with such a structure?

Gail Meredith - No we haven't, but we have thought about selling plaques for along that area. Maybe have GFU students design the flying banners.

John Bridges - Do you have a sense of what the project could cost?

Gail Meredith- I have no idea.

John Bridges - I think this idea is a good one, but I think that it needs to be reigned in. I suspect doing anything that widens that area will involve a lot of engineering.

Gail Meredith - It is still a valid idea, even with out the bulb-outs.

John Bridges - I noted one thing when ODOT was doing highway improvement project. When the community learned that they were going to put up the chain linked fence, they did we tried to get it changed to wrought iron. The cost increase was pretty significant.

David Beam - We were going to include a new fence in a recent grant application project, but we removed this action due to its estimated high cost. Seems like it was somewhere around $200,000 to install an iron fence on both sides.

John Bridges - $230,000 was the number in my mind and that was just for the iron fence.

Bart Rierson - If we could get some digital images of Gail's drawings/photos to share with some other people, it would help us in selling the project idea. There is also an area in Salem that is very similar to this and maybe in Oregon City too.

Gail Meredith - I think it has a good collaboration potential. The gentleman that is working on a project for George Fox thought this was a great project and would be willing to come and talk to you. I would hope that all of the businesses could come together and agree on this.

David Beam - These types of projects are a good for collaboration. If we could get something to kick it off with, like a commitment to get the steel for half price, it would get the ball rolling. We could leverage a lot of other funds and go after grant funding.

Sally Dallas - We could ask them that if we do come up with a plan, would they be willing to help out.

David Beam - We couldn't really lock in a price on the fencing steel, due to its price volatility. However, maybe we could ask for a commitment for a percentage off the steel price at the time we ask for it.

Bart Rierson - I am very committed to providing time to do this project.

John Bridges - I'm sure we could get other people with skilled trades to help out. It is a great concept and appreciate your help with this. It would be nice to have the Hess creek canyon to look nice along with what we are developing downtown. We are kind of focused on the area between the 2 bridges and this might delude what we can do in the area we need to. I have indicated to Gail that I will go and make a presentation to there group about the Downtown Plan.

Bart Rierson - could we have David or yourself to talk to James Bennett for some engineering to figure out what it would take to do this project.

David Beam - I have some ruff estimates and some information back in my office for fencing along this area.

Bart Rierson - I was concerned more about the engineering of the bulb-outs.

John Bridges - The engineers' first question is going to be "Where is the road is now and what are you going to add to it?". The engineering will be significant if you do those bulb-outs. It would probably triple the price of the project. I think we should start with what David Beam has for information.

Gail Meredith - I think that it is important to identify what we are trying to do. I don't think that we should be so pessimistic, and that we don't try.

Edward Hixon - How difficult is it to take these ideas, get a plan, and the a cost estimate for them. I think it is a very important idea. Just from my experience this summer, I have seen a lot of people coming through for recreation activities and we need to get there attention.

Gail Meredith - I have some language that I could email you describing a rudimentary concept. I don't think it would take very much work, but we do need something.

John Bridges - Mr. Hixon wants to know how to develop a plan to do the project. You would need a design that is prepared by a professional, and then it would have to be run through the proper government channels. Design and engineering costs usually run about 10% of what the project would run. You could say that you don't want to do all that until after you get support for the project. Until then, it would then be a conceptual idea.

Edward Hixon - One of the objectives should be trying to get investors into the project. You need to have some kind of project cost estimate.

Sally Dallas - Dave sort of did that when he did the grant application.

Edward Hixon - Once that information was gathered, what happened?

David Beam - After we looked at the estimated cost, we decided not to include it as a project task in the grant application.

John Bridges - Would it be appropriate to give that information to Gail for reference?

David Beam - Certainly, and it does give the length of fence measurements too.

David Mehler - Could you supplement it with another grant?

David Beam - This particular grant opportunity only come along every 2 years.

John Bridges - To answer your question, yes.

David Mehler - I think this area is a very visible area and needs to be addressed. How did Oregon City and Salem complete these projects?

David Beam - I believe that Oregon City has urban renewal funds. Maybe through that program.

John Bridges - As a committee, we should decide if we want to include this project in our work plans. Should we include questions on survey about this area? Maybe in the future, we should have a discussion about whether we want to include this area in our downtown planning activities.

Dave Daniels - Does your project start at the flag pole?

Gail Meredith - You could start it at either end. I think it would be good if we put a concept together and get your blessing to let people know that you support this. GFU should be involved early on because of the projects that they are going to be doing.

John Bridges - We are already working with GFU on the decorative downtown banners.

Lon Wall - What I would like to see are some kind of numbers showing that this project would make a difference in making people spend more money downtown.

Edward Hixon - I don't believe that the new fencing would have much of an effect on how much money people will spend downtown, but it makes the downtown more attractive to new businesses.

John Bridges - We need to get back to our agenda. If David could get the information about the fence costs to Gail and if Gail could leave pictures for David to make copies of, that would be good. We can at a later date discuss whether we want to include it in our downtown plan.

Bart Rierson - Gail would you be willing to attend City Council meetings to give a pitch for the fence project.

Gail Meredith - I would love to help create enthusiasm about the project.

David Beam - As for a monetary impact of a new fence, I think the new banners might be a good test case. Maybe after have had the new banners up for a year, we could do an informal survey of the downtown businesses to if customer traffic has picked up. Obviously there could be other causes, but it might provide us some indication of their effectiveness.

5. Downtown funding mechanisms - Draft downtown survey

John Bridges - I hope everyone has made notes on changes they'd like to see to the survey and brought them. Remember, the purpose of the survey to gather information from downtown business stakeholders about funding mechanisms they prefer for capital improvements.

Lon Wall - I wanted to change question #6. This issue ought to be brought up before you talk about you how you are going to fund it.

Discussion of changes needed to be made.

David Beam - I thought we were only going to talk about improvements to the streetscape and to hire a downtown manager in the survey. I think the order of the questions should be re-arranged. We need to separate out the questions for capital improvements from the promotional work.

John Bridges - We will bring the survey back to the committee next month with a 2 part questionnaire to get approval.

Edward Hixon - Is it valuable to ask people how they want to fund the work? The person filling out the survey is going to pick the most advantageous option for them? Maybe we should be the ones deciding the best funding mechanism.

Lon Wall - The survey may be including too much information for the respondents.

Edward Hixon - I think question #5 may make the process more difficult at this point.

Discussion of how the persons filling out the survey don't have the knowledge about how these funding mechanisms work, but to try and explain the mechanisms might be too much information. Moreover, it was asked whether to include this question in this survey right now.

John Bridges - Does anyone have comments on the cover letter?

Discussion of the question regarding the downtown managers salary: whether it should be stated differently to better get a feeling of what people think the position would be worth.

Bart Rierson - Are we mailing letter first?

John Bridges - No, the letter will go out with the survey.

Dave Daniels - Is there going to be a time frame for returning survey?

David Beam - The shorter the time frame you give, the more likely it will get returned.

David Mehler - Can we afford to send out stamped self address envelopes?

John Bridges - I'm not sure we can afford to send it out.

David Beam - We can afford to send the survey out, but not I'm not sure about a self-addressed return envelope.

Bart Rierson - On the subject of the cover letter. Maybe we should ask them to provide contact information if they would like to participate in the survey regarding the Civic Corridor streetscape design.

Discussion of how they are going to do the Civic Corridor presentation to businesses.

6. Civic Corridor
   - Draft survey
   - Street tree options

David Beam - We seem to have narrowed down all streetscape items except the street trees for the survey. We need to decide on a group of trees to list on survey. It is open as to how many options you want to list. The difficult part to match is the different heights of the trees. We did already have a plan to stagger the size of the trees along the corridor.

Lon Wall - Are these all in the same range regarding cost to purchase and upkeep?

David Beam - I'm not sure on that, but most are consistent regarding height.

Open Discussion of the trees. The committee wants to keep with something that is low maintenance and the fruit and flowers don't create a mess. Things to keep in mind were the plan to have different height of trees and different kinds and the plan was to mix evergreen trees with deciduous. The hope is to find some better pictures of the trees that are decided on for the survey.

Trees to be included in survey:
Flowering Pear
Golden Desert Ash
Globe Headed European Ash
Japanese Snowbell
Japanese Maple
Flowering Cherry
Vine Maple
Flowering Dogwood
Eastern Redwood

John Bridges - Can we do the Civic Corridor survey for the Committee next month if I work with you?

David Beam - I believe so.

John Bridges - Does the committee want to include Hess Creek area in survey? The concept of it as an entrance could have multiple perspectives, but I am not object to surveying it.

Sally Dallas - It does have a definite feeling of a beginning to downtown, so I think it needs to be included in the survey.

Open Discussion of what should be included in slides for the Civic Corridor presentation.

John Bridges - David can get a picture of what exists. The rest of the committee can get pictures of other areas that have nice fencing for suggestions.

Dave Daniels - Is what we are talking about at Hess creek something that can be mirrored on the other end of town at the other bridge? Would CPRD be involved with this at all?

John Bridges - This is in the State's right-of-way of the highway.

7. Other business

John Bridges - How did the harvest festival go?

David Beam - I heard the was about a 50% increase in participation. It went well. Every year it grows and gets better.

David Beam - David talked about the gateway enhancements grant program that has been applied for. We won't know until spring/summer of 2005 if the grant is awarded and, if so, funding won't be available till 2008.

John Bridges - We made first cut for the Yamhill County arts alliance grant for second set of downtown decorative banners.

Dave Daniels - Has anyone seen the banners in Gaston?

David Beam - The banner project moving right along. GFU will hold a design contest with its students. The target date to get the banners up is first part of April next year.

John Bridges - Second set of banners, if we get the funding, will probably be artist competition also.

8. Next Meeting - October 20, 2004

9. Adjourn

John Bridges adjourned meeting at 8:45 p.m.

PASSED by the NDRC Committee of the City of Newberg this 20th day of October, 2004.

AYES: NO: ABSTAIN: (List Names) ABSENT:

ATTEST:

______________________________ **DAWN NELSON** ______________________________

NDRC Recording Secretary Signature **Print Name** **Date**

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE
MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, September 15, 2004 AT 7 P.M.

minutes are subject to approval at the October 20, 2004 meeting

1. Call to order

   Chair John Bridges called the meeting to order at 7:00 p.m.

2. Roll call

Attendees:	John Bridges Edward Hixon Lon Wall	Dave Mehler Sally Dallas Bart Rierson
Absent:	Joan Drabkin	Kris Horn
Staff Present:	David Beam	Dawn Nelson

3. Public Comment

   None noted

4. Gail Meredith regarding Hess Creek/Highway 99W

John Bridges - I have invited Gail Meredith to explain some fencing concepts that have been developed for the Hess Creek/Highway 99W area by a group of citizens.

Gail Meredith - The group had already done some drawings for a proposed new fence in this area when she joined the group. Oregon City has some nice fencing area along Willamette river. Seems that with relatively little money, we could create a great impact and get the community behind the project. To prove that it is easy to get interest, Bart Rierson has already agreed to do some welding. I also have connections with the Schnitzer's, who own the Oregon Steel Mills.

John Bridges - One of the things that you have in one of the drawings is a big bulb-out. Have you thought about the engineering involved with such a structure?

Gail Meredith - No we haven't, but we have thought about selling plaques for along that area. Maybe have GFU students design the flying banners.

John Bridges - Do you have a sense of what the project could cost?

Gail Meredith- I have no idea.

John Bridges - I think this idea is a good one, but I think that it needs to be reigned in. I suspect doing anything that widens that area will involve a lot of engineering.

Gail Meredith - It is still a valid idea, even with out the bulb-outs.

Dave Daniels - Is there going to be a time frame for returning survey?

David Beam - The shorter the time frame you give, the more likely it will get returned.

David Mehler - Can we afford to send out stamped self address envelopes?

John Bridges - I'm not sure we can afford to send it out.

David Beam - We can afford to send the survey out, but not I'm not sure about a self-addressed return envelope.

Bart Rierson - On the subject of the cover letter. Maybe we should ask them to provide contact information if they would like to participate in the survey regarding the Civic Corridor streetscape design.

Discussion of how they are going to do the Civic Corridor presentation to businesses.

6. Civic Corridor
   - Draft survey
   - Street tree options

David Beam - We seem to have narrowed down all streetscape items except the street trees for the survey. We need to decide on a group of trees to list on survey. It is open as to how many options you want to list. The difficult part to match is the different heights of the trees. We did already have a plan to stagger the size of the trees along the corridor.

Lon Wall - Are these all in the same range regarding cost to purchase and upkeep?

David Beam - I'm not sure on that, but most are consistent regarding height.

Open Discussion of the trees. The committee wants to keep with something that is low maintenance and the fruit and flowers don't create a mess. Things to keep in mind were the plan to have different height of trees and different kinds and the plan was to mix evergreen trees with deciduous. The hope is to find some better pictures of the trees that are decided on for the survey.

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David Beam - I believe so.

John Bridges - Does the committee want to include Hess Creek area in survey? The concept of it as an entrance could have multiple perspectives, but I am not object to surveying it.

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE
MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, October 20, 2004 AT 7 P.M.

minutes are subject to approval at the November 17, 2004 meeting

1. Call to order

Chair John Bridges called the meeting to order at 7:00 p.m.

2. Roll call

Edward Hixon	John Bridges	Dave Daniels
Sally Dallas	Joan Drabkin	Kristin Horn
Bart Rierson	Dave Mehler	Lon Wall

3. Meeting Minutes - Approval of July 21, 2004 and September 15, 2004 minutes

July 21, 2004 -

MOTION: Dallas/Rierson to approved. (Unanimous). Motion carried

September 15, 2004 Minutes - Mr. Beam said there was no meeting in August, due to a lack of a quorum.

MOTION: Rierson/Dallas to approve. (Unanimous). Motion carried.

4. Public Comment

None.

5. Downtown funding survey - update

David Beam said that the downtown property owner/business survey had been mailed. He provided preliminary results. He also stated that the survey submission deadline was Friday, October 22, and he will provide final results for the next meeting. Of the surveys mailed, 251 of them were delivered. They were sent to the downtown business and property owners in the C-3 zone. Out of that, there were 30 returned surveys so far, which is about a 12% return rating for the survey.

John Bridges suggested that they wait to discuss the survey results until the process has been completed. Ms. Drabkin said she did not receive a survey. Mr. Beam said that he would send out one to Ms. Drabkin. Mr. Mehler said he just received his. Mr. Beam noted that he has received some feed-back on the survey. Discussion was held concerning sending out the final results in the meeting packet.

6. Civic Corridor streetscape survey

Mr. Beam said that in conjunction with the PowerPoint presentation, the survey participants will be able to mark their preferences on the handout tally sheets. Mr Bridges said the idea is to have the presentation last about 20-25 minutes. Included in the presentation would be a synopsis of how the survey was developed and what in-put that we are trying to get from the public. Tonight is a draft presentation of how we would do this. Mr. Beam ran through the presentation materials, slides, etc. Background information of project woudl include the process of how the draft streetscape design ideas were developed by the university students. The NDRC would be to making a recommendation to the City Council on streetscape designs, based on the students' work and the public input from the survey process.

Mr. Beam discussed how the PowerPoint slides would be presented and the various streetscape feature groupings. Discussion was held on how to present them in comparison format.

Mr. Rierson suggested that during the Riverfront Master Plan process, the participants in the public open houses used sticker dots to pick their preferred development alternatives. This was a simple way to identify the favorites. David Beam said that the PowerPoint presentation slides could be printed and put up on large poster boards for such an exercise.

Mr. Bridges said with the planned on more formalized meetings, this may not be a convenient format. Too many poster boards. Discussion was held concerning having a display of the selections where this method could be utilized. Mr. Bridges said we could use a combination of the poster boards and using the survey tally sheets for each participants to vote for their preferences. To reduce the number of foam core boards, we could use one board for each design group (benches and trash cans, bike racks, etc.)

Joan Drabkin discussed characteristics of the individual groupings.

David Beam reviewed the various groupings. :

1. Bench/Trash Can Combination

2. Bike racks

3. Bulb out treatments - low bushes, brick-work, mix of low bushes and trees, bench in middle, etc.

Mr. Bridges said that we need to develop a single script that can be used for all the presentations. Consistency in the presentations will also provide consistent input results from the survey participants. Mr. Beam said he was planning to develop a draft script and bring it to the Committee's next meeting for their review. The draft script outline would include an introduction, discussion about the student driven design process, and the goals of the survey. The presentation should be descriptive and neutral.

Mr. Bridges suggested that the response groupings in the survey form should have more space between them in order to allow for other comments to be made. David Beam said he would make this change.

4. Street Trees - Discussion was held concerning removing the two varieties of Ash trees and their problems with two additional "drops"per year. Ms. Horn said that she thought aphids liked ash trees as well. Discussion was held concerning siting characteristics. The Red Maple and Chanticleer Pear trees were currently being used in the downtown area. David Beam reviewed the characteristics of the various tree options and their heights.

David Mehler asked about the use of conifers. Concerns were raised about shallow roots which tear up sidewalks and weakness in storms. Discussion was held concerning finding some discreet areas where they can be used, but not part of the general street tree plan. Mr. Bridges said that the conifer trees at the library and Hess Creek Park are bid and cool.

Mr. Mehler stated that he felt the PGE substation area would be well-served to have the larger trees as a visual buffer. Discussion was held concerning improvements to the landscaping in this area. Type of landscaping along Howard Street at the substation may depend upon whether or not the parking lot is developed there, as described by the streetscape plan. Mr. Bridges asked if some conifers should be placed in certain areas. Ms. Horn said she does not envision conifers as street trees in the downtown corridor. Mr. Bridges said that evergreens are part of the downtown setting in Hillsboro around the courthouse, and they look fabulous. He does not feel strongly about this issue, and he is fine with not including conifers in the survey.

Mr. Bridges said the best thing to do is to keep the conifer selection off the survey at this point. He asked for volunteers to help write sections of the presentation script.

Benches and trash cans - Joan Drabkin
Bike racks - Kris Horn
Introduction and intersections - John Bridges
Street trees - Bart Rierson

David Beam said he would mail out to everyone the respective parts of the survey that they were writing about. David said he would get this information out by the end of the week.

John Bridges began discussion of the draft list of venues in which to do the streetscape survey. If a committee members wants to be a presenter at a certain venue, please let David or John know. Joan Drabkin said maybe First Friday would be a good venue. City Hall could be used for this purpose, unless there is a prior commitment for the facility. The former Kincaid Gallery may be available if the remodeling contractors are done John asked what the time frame would be to complete all the survey presentations? David said that we might be able to get them all done by late spring of next year. Kris said she could make a presentation to the Yamhill County Association of Realtors, which meets every other month. Joan Drabkin said she may be able to organize the First Friday setup. Joan said she will no longer be on the NDRC after December, but can still be available for future assistance.

Kris Horn asked if the Riverfront Plan had been presented to the City Club. David said he believed he had done so. The City Club usually has presentations that are longer than the survey would be.

Tape 1 - Side 2:

Discussion was held concerning pairing this survey with a presentation on the current status of the new Cultural center. Kris and Sally said they would work with the CPRD to develop a co-presentation at City Club. Bart Rierson said he will do the streetscape survey portion of the City Club presentation. Discussion was held concerning doing some sort of mailer in a newsletter or insert for the survey.

John Bridges said he would do the presentation to the City Council and the Planning Commission and would help with Kiwanis and Rotary presentations along with David. David Beam could be available to assist at any of the presentations. John Bridges said it would help to have a self guided presentation and survey to be used at static presentations, like at the library. For inclusion in newsletters, we could direct people to a website, where they could see the presentation and fill out the survey. The cost of mailing out a survey independently would be too expensive. Also, have the survey cross cross-linked from other websites, like the library, the Chamber, School District, the Hospital, etc. John asked if there was a mechanism to set this up on the City's website. David said he will work with John Bridges to better refine the venues list.

7. Other business

David Beam handed out copies of a letter from the City supporting the grant application from the Newberg Downtown Association (NDA) to the Yamhill County Cultural Coalition. The request is for funding for a second set of decorative banners for the downtown. David reminded the Committee that the City had already received grant funding to put up brackets and banners in the C-3 zone. This project included a strong partnership with George Fox University. At this point, GFU art students are preparing proposed designs for the banners. They expect to display the some of the best designs at the First Friday Artwalk in December to solicit public input. If the NDA is successful in getting the grant funding, the second set of banners would not have any reference to GFU on them, like the current set of banners being developed. The second set may be developed through some kind of community-wide competition. If the grant request is accepted, the Newberg Downtown Association need to gather matching funds from local contributors. They should hear back in about 3 weeks about the grant request.

Bart Rierson said maybe they could sell sponsorship of banners like the animal shelter did for selling bricks, etc. Discussion was held about how ODOT, PGE, and Councilman Robert Soppe have also been involved int the banner project for the past 3-4 months. If we could buy a set of banners for old fashioned days, etc. through sponsorships, it would seem a natural for businesses to buy them. The newspaper would reflect the names of contributors, as we have to watch what information is placed on the banners. David Beam said that they appreciate us bringing them into the process (ODOT and PGE). They are also working with the fire department personnel (Al Blodgett) on the banners to avoid any conflicts with the holiday decorations. Discussion was held concerning borrowing the bucket trucks, etc for installing and maintaining the banners and brackets. GFU has something like a bucket truck, but it isn't very efficient. Maybe Hertz would be interested in donating a bucket truck. City Public Works people are working with the banner group to resolve this issue.

If we are successful with the grant request, it will be good to open the banner design for all ages to participate. Hopefully, we will get a lot of citizen input. Depending upon the design, they could go after the winery association for sponsorships. They would support something like that. David Beam said that ODOT and PGE were adamant about not having private business advertising on the banners. However, the design could have a graphic design that alludes to the wineries. John said the goal is to have a variety of banner types to be displayed year-round. One of the key costs in having multiple sets of banner is the maintenance. To rent a bucket truck is very steep and cost prohibitive. Council also has to budget the funds to maintain the banners, both materials and staff time. Kris said GFU and Public Works would both like to own a bucket truck, as they see many uses for them. They are too expensive to rent - $1500 for a month minimum.

8. Next Meeting - November 17, 2004

David Beam said the terms for Joan and Sally on the NDRC expire at the end of the year and asked whether they are interested in re-applying for the positions. Sally and Joan said they did not think they would be. The applications and notices for the committee openings will be advertised soon.

9. Adjourn at 8:10 p.m.

John Bridges adjourned the meeting at 8:10 p.m.

Passed by the NDRC Committee of the City of Newberg this __ day of November, 2004.

AYES:	NO:	ABSTAIN: (List Names)	ABSENT: (List Names)

ATTEST:

NDRC Recording Secretary Signature **Print Name** **Date**

enclosures:

- July 21, 2004 and September 15, 2004 meeting minutes
- Civic Corridor streetscape project description
- Draft survey venues

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE
MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, November 17, 2004 AT 7 P.M.

minutes are subject to approval at the January 19, 2005 meeting

1. Call to order

Chair John Bridges called the meeting to order at 7:00 p.m.

2. Roll call

Attending:

John Bridges	Dave Daniels	Kristin Horn
Sally Dallas	Joan Drabkin	
Bart Rierson	Dave Mehler	

Absent: Lon Wall

3. Meeting Minutes - Approval of October 20, 2004 minutes

MOTION: RIERSON/DANIELS: To approve minutes from October 20, 2004. (unanimous) motion passed.

4. Public Comment: none

5. Downtown funding survey results

John Bridges – David, do you want to review survey?

David Beam – We did get a few more completed surveys since the last meeting. In total, we had about a 15 percent return rate.

John Bridges – Any comments from the committee members?

Bart Rierson – It looks like there isn't going to be any support to hire a manager. I thought some of the other suggestions were good ideas.

John Bridges - What struck you as good ideas?

Bart Rierson – Some of the comments on parking. I was disappointed that a lot of the people with comments didn't want to do anything until bypass goes through.

Joan Drabkin – What I think the survey says in subtle way is you need to go back in a year or so and try to redo an urban renewal district. We need to get good support from a strong leader for new urban renewal district.

Discussion on how we need someone who can build a coalition and build support for urban Renewal.

Bart Rierson – We did not get good response for urban renewal from the last election.

John Bridges – One of the things that I observed from that that urban renewal process is that there are a lot of disengaged citizens in Newberg. They are not going to pony up and do things for the betterment of the community.

Joan Drabkin – I wonder if that is because they are commuters.

John Bridges – Yes, there is a large percentage that live in Newberg and work outside of it. They don't have a relationship with commerce here.

Dave Mehler – I don't think property owners or business owners have either the means to support improvements or have the vision. I still think urban renewal district would be a good solution, but I don't know if the community would go yet. I don't think the downtown businesses and owners can bear the brunt of what needs to be done.

Dave Daniels – I have always felt that would like to see something done, but when downtown is split by a highway, it hard to get a cohesiveness between business owners. Not that bypass will solve all our problems.

Sally Dallas – I have had a lot of frustration. I heard a lot of comments about how things have worked out in the past. We need to look at how to educate people of how making improvements would help the community and the downtown.

John Bridges – Most citizens are not knowledgeable about the situation.

Joan Drabkin – In the survey, I saw a lot of comments like "Why don't you bring in city managers from other places?"

John Bridges – As to the parking issue, what is your opinion on volume of parking available? I saw some comments about the lot where the Chevrolet dealership used to be. Some commented that it should have been made into a parking lot.

Joan Drabkin – I personally don't want to get rid of small green spaces within the City. I don't ever have any problem finding a place to park.

Dave Mehler – People do have a hard time to park at our place. But we have a higher volume of customer traffic.

Sally Dallas – It seems that people want a mall-like parking situation. Parking in our downtown is always going to be a challenge, as it is in other cities.

John Bridges – We have 10 employees and 5 parking spots at our office. Most of the time, I park on the street. It is rare that I have to go around the block before I can find a spot. I don't think it is a problem. The second sense that I have is that I almost think that scarce parking is an attractant, like NW 23rd in Portland. I don't see parking as a problem.

Discussion of parking comments on survey. Discussion of new issue of city employee parking on Second Street lot and how they should be using Hancock Street parking lot.

Bart Rierson – One instance of a parking problem is the parking lot next to Ixtapa. It seems to be a waste of parking space because Ixtapa has people towed if they are not patrons. The other issue is the tunnel (breezeway) that services Second St parking lot. It is dark tunnel.

John Bridges – I would like to say that the City is trying to identify improvements to that parking Second Street parking lot. In the process of doing that, they are talking about signage improvements. I don't see anything we could do to advocate this issue.

Sally Dallas – The other parking problem is there is no enforcement.

John Bridges – I would say that the survey information showed that that an EID and BID are not going to happen. I think we should discontinue pursuing these for now. The first thing we need to do is finish the streetscape master plan concept. You have to have a plan to pitch to get the funding. The second thing to do is to find other ways to pay for items in the master plan.

Discussion came up about the problem the City is having with LID's. One side of the equation is against it. It is much easier to play that role and they always seems to have a louder voice. I think it is a good thing to watch LID situation to see how that turns out so that we may determine what to do in the future with our work.

Bart Rierson – In regards to the LID problem, there is going to be the same situation again with Main St. improvement project that is in the budget this year. There are a lot of people that don't know about the non-remonstrance agreements. These are the same issues that are going on with the Mountainview Drive.

John Bridges – Anything else regarding the survey results?

Kristin Horn – People with the most negative attitudes vented on this and they are the ones that were more likely to return the ballots.

Sally Dallas – It is much easier to be negative

6. Civic Corridor streetscape survey

- draft script

John Bridges – This is a combination of what each person turned in for the script. Please feel free to make adjustments. The goal is to have the same presentation being used by everyone . Lets start with the introduction. David, you were supposed to fill in the dates for building constructions.

David Beam – I purposely left it blank. I think it would better describe the area by saying the downtown buildings had "early to mid- 20th century architecture."

Joan Drabkin – I agree. I think people will have a better idea of what the downtown style would be rather giving building dates.

John Bridges – Did anyone go through and make any more changes to the draft?

Open Discussion of the draft script. Comments on how each person speaking will have to tweak the script to fit their presentation style. Maybe need to develop an outline.

John Bridges – When we do these presentations, I don't expect you to read this verbatim. Just use it as a guide for your presentation.

Kristin Horn – Do you think we are going to be able to use the powerpoint presentation at most of the venues?

David Beam – Yes.

There were no real changes to draft introduction.

John Bridges – I think the presentation should be from a neutral point of view.

Joan Drabkin – I don't think we need to be neutral. We need to point out the positives and negatives of the designs.

John Bridges – Maybe as an introduction to a particular discussion area could say "Here are some things you might consider when making your choice.", but I think we need to have their answers reflect what their opinions are.

Joan Drabkin – I disagree. We have put a lot of time and research into this. I think you need to give them the benefit of our experience in dealing with these items.

John Bridges – We are trying to get some buy-in from the community and we are trying to do something that is really difficult in this town: that is to get multiple input on an issue. We are not going to be bound by any decisions that they make, but it would be nice to know what the community thinks.

Joan Drabkin – I think that each of the committees opinions should be valued and used as a guide.

John Bridges – I want the survey respondents to form their own opinions.

Discussion regarding how neutral the committee needs to be when giving presentations.

John Bridges – Maybe we should give them some things to consider before looking at the survey.

Sally Dallas – We could take a little bit of both sides into the presentation.

John Bridges – Before trying to change some of the items, which concept do you want to embrace?

Bart Rierson – I think the presentations should be more neutral. Some of the comments on the part that I worked on were direct from the descriptions in the powerpoint. Some of the comments might be considered to have a bias.

Kristin Horn – I struggled with being neutral in my descriptions of the bike racks. Some of the options are very sleek and modern: options that don't match what we are trying to do in downtown.

Joan Drabkin – As long as you put in opening paragraph about the early to mid-20th Century architecture, then I think that your descriptions could refer to whether or not they match that style.

John Bridges – I think a lot of people will have different opinions on what will fit well in the downtown area.

Kristin Horn – Some will vote for modern just because it is just their taste.

Dave Mehler – What I have heard here tonight is that it doesn't really matter what opinions are expressed by the community. We will probably make our own decision, so I don't think it matters how you present it.

John Bridges – Some of these people we are going to survey are the same ones we are eventually going to for funding and we want them to be involved.

Discussion of funding issues for these items. Need to work on developing a plan to obtain future funding.

Sally Dallas – If we look at it from the perspective that we can't afford it now, we will never get anywhere. You have to have a vision to get funding.

David Beam – Regardless of where you get funding, you need to have a defined plan.

Dave Mehler –In devising this survey, who are we targeting?

David Beam – For example, if we can point and say that 75% of those we surveyed supported our plan, this would go a long way in capturing funding support for the plan.

John Bridges – What I would like to do is go through these descriptions with the slides and get the group comfortable with the way the script is written.

Group Discussion of changes to descriptions for trash containers and benches.

Group 1 change wording of trash can description to "trash can black powder coated exterior with black plastic insert with domed cover.

Group 2
Change wording to "waste container with elegant craftsman style ironwork, with open top."

John Bridges - Do we need to put an introduction at each group of items, addressing the characteristics to consider when deciding how to vote?.

David Beam – At the end of this section do we want to put in a question regarding colors?

Group 3 – change wording for bench " straight-backed wooden bench is a reproduction of an English garden style outdoor seating. Change wording for trash container "contemporary rectangular shape with vertical slats.

Group 4 – change wording for bench "redwood slats with minimalist legs" change wording for trash container "contemporary rectangular shape with horizontal slats"

Group 5 – change wording for bench "industrial molded metal mesh form. Change wording for trash container "rectangular metal can with vertical slats"

Group 6 – change wording for bench "concrete, backless slab with an Asian contemporary garden design. Change wording for trash container "cylindrical, metal, mesh trash can"

Bike Racks

Delete all references to U-locking systems.

David Beam – I will develop descriptions for each of the bicycle stands.

Bart Rierson – We should have picture of an existing downtown rack as the first picture in the presentation to be consistent with the other parts of the presentation.

John Bridges – Add picture of existing rack as our first picture and remove current example #5.

Streetscape options

Put in some language letting people know that all but the existing downtown trees were taken from list produced by PGE of approved street trees.

- draft venue list

Draft acceptable

7. Other business
- Banner project update

Kristin Horn - Downtown Association got a $1,500 grant to be put toward a third set of banners. We now need to go out and collect match money.

John Bridges – GFU has in fiscal 04/05 budget to partially fund banners for this spring. They will buy one full set of fall banners themselves out of 05/06 budget. There will be 2 sets with GFU name on them. The NDA grant is to buy a third set of summer banners.

David Beam – As a reminder, one still has to budget the maintenance part of activity. Russ Thomas has been thinking of requesting the purchase of a used bucket truck in next year's budget. Renting a truck is $1,500 minimum.

David Beam – GFU art students are working on the banner designs and they are due at the end of this week. The art department will make initial selections to present to the banner committee. They will be displayed during the First Friday Art Walk in December. Afterwards, the banner committee will meet again and choose a recommended alternative for the City Council to consider. It will go to Council the first meeting in January. Our target date is to have the banners up by the first part of April.

Joan Drabkin – I would like to announce the annual tour of Union Block Building at the next First Friday Art Walk.

- NDRC member openings

There are 3 openings. Sally and Joan have indicated that they will not be reapplying. Mr. Hixon has just resigned from the committee .

8. Next Meeting - December 15, 2004

John Bridges – Let's cancel meeting and meet again in January. David will send out final version of revised script and give a week for return comments.

9. Adjourn 8:55

Passed by the NDRC Committee of the City of Newberg this __ day of November, 2004.

AYES:	NO:	ABSTAIN: (List Names)	ABSENT: (List Names)

ATTEST:

_________________________	_________________________	__________
NDRC Recording Secretary Signature	**Print Name**	**Date**

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE
MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, January 19, 2005 AT 7 P.M.

Minutes are subject to approval at the February 16, 2005 meeting

1. CALL TO ORDER

Chair John Bridges called the meeting to order at 7:00 p.m.

2. Roll call

Attending:

John Bridges	Kristin Horn
Emily Chlumak	John Estrem
Bart Rierson	

Absent: Dave Daniels Dave Mehler Lon Wall

3. Welcome to new NDRC members

4. Meeting Minutes - Approval of November 17, 2004 minutes

MOTION: RIERSON/HORN To approve minutes from November 17, 2004. (unanimous) motion passed.

5. Public Comment: None

6. Downtown Banner Project update

John Bridges – He described to new members the banner project presented to Council on January 3, 2005. Council approved the banners. They also approved a new city slogan to satisfy ODOT permit requirements.

David Beam – He has submitted the banner permit paperwork to PGE and is awaiting their approval. Once the PGE approval is given, then we can submit for the ODOT permit (through Russ Thomas.) Hopefully we'll have all the permits approved by the end of the month. We are gathering quotes for banner production. Goal to have them up by April.

Discussion of which banners will be up and at what times. And the summer banner design and grant funding.

Discussion of what classifies as the downtown area for information for new members.

7. Gateway grant application update

David Beam – He went to meeting the MWVACT in early December. Our grant application did not rate well at all with the selection committee.

John Bridges – Is there anything we should address differently with that committee?

David Beam – A stronger local representation on the MWVACT would help for future grant applications.

John Bridges – When will the application be officially dead?

David Beam – We'll probably get a rejection letter in the spring.

John Bridges – Can we use not getting this grant as an argument to get ODOT to give us the gateway piece of land at the east end of downtown?

David Beam– No, I don't think it gives us a lot of leverage, given the restrictions of the Highway Trust Fund. Some of the best leverage we may have to get that property cheap is the fact that the land is contaminated.

John Bridges – Rotary has $20,000 committed to that project to build the welcome sign. We need to find a way to make the project happen. Rotary may re-allocate those funds once we get the grant application rejection letter.

Discussion of the status of the gateway property at the eastern entrance to downtown.

Discussion of MWVACT committee

8. NDA/Cultural Coalition - new relationship

Kris Horn – NDA receive a grant for another set of banners in the amount of $1500. To secure the match funds needed, John suggested that we contact the State's Cultural Coalition to see if we could be come a qualified agency. We recently received a letter confirming that were approved as a qualified agency. This will opened the door for other project fund raisers down the road.

John Bridges – We should inquire about the additional grant monies that the County may have available from their Economic Development Grant Program. David said he would call Commissioner Stern and inquire of the grant program's status.

9. Former Chevrolet dealership site - public input on redevelopment

David Beam – The City Manager would like to ask if the NDRC could spearhead some public input on future use of the property. Mr. Bennett has made the request due to the many inquiries by the City Council. A Saturday workshop open to the general public would be one approach. Surveying the local service clubs is another approach. We want input that is from as broad spectrum of the community as possible.

Discussion was held as to when this needs process needs to be done and how it should be approached. We need to include a certain amount of background information about the property to start with. Possible forums would be in conjunction with some of the regular community events. First Friday comes up in the time frame needed. If done in that kind of setting you would have to present the land use ideas to be voted on. Saturday meetings don't get much attendance. A self-service presentation at someplace like Fred Meyer might work. These only work if the project is already defined. Maybe the best forum would be to present to the service clubs.

Discussion covered how there is a lack of interest in the community. Another idea was to hold the public event on site in July. Like a block party. David will relay the two options back to the City Manager and see what option he would prefer the NDRC pursue. If the block party option is chosen, the City would need to provide some financial assistance for the effort.

10. Civic Corridor Survey - presentation schedule

John Bridges – John reviewed for the new members the purpose of the survey. He then presented the display boards and how they were used in the PowerPoint presentation. John and David agreed that the presentation went well and was highly attended. David handed out a sheet that describes the survey results from that meeting.

David Beam – He said that he is talking with the City IT people about getting the survey up on the City's website. David said he will contact John, Kris and Joan Drabkin to develop a schedule for all the other survey presentations.

Kris Horn – She agreed to present to the Chamber Forum.

11. Other business
    - NDRC member openings.

David Beam – Tom Vondrachek's sister has submitted an application. Her name is Diane Ferante, Branch manager for Bank of America downtown.

- New downtown businesses

Blind Kelley's closed. Business was good, but the owner wanted to go skating.
New law firm in old Ben Franklin Building. Retail space is still available in the front.
Coffee Cottage expansion is going well.
Final Touches has rented the building on northwest corner of First and Blaine Street
Soapy Bear soon to open (Kris and Barry Horn, owners) where Creamy Soaps was.

David Beam – Mentioned that a consultant has been selected to help the City develop an airport master plan for Sportsman Airpark.

12. Next Meeting - February 16, 2005

13. Adjourn @ 8:40p.m.

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE
MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, February 16, 2005 AT 7 P.M.

minutes are subject to approval at the March 16, 2005 meeting

1. Call to order

John Bridges called the meeting to order.

2. Roll call

John Bridges	Emily Chlumack	Kristen Horn
John Estrem	Diane Ferranti	
David Mehler		

Absent: Bart Rierson Lon Wall Dave Daniels

3. Welcome to new NDRC members - Diane Ferranti. She is Banking Center Manager for Bank of America. She has been in the position for a year and two weeks, at the Newberg branch since 1998. She grew up in Newberg. The Committee members introduced themselves.

John Estrem is also a new member.

4. Meeting Minutes - Approval of January 19, 2005 minutes

No changes noted.

MOTION: Horn/Estrem to approve the January 19, 2005 minutes.

5. Public Comment

None.

6. Downtown Banner Project update

David Beam said they are firming up bids and hope to be ordering the banners next week. If all goes well, they will hit the goal of having the banners up by April 1st. This is pretty good considering all obstacles they have gone through. Both the spring and fall designs for the banners were approved by the City Council.

Ms. Horn said GFU and the Downtown Association agreed to have the summer banners up from May 15-August 15th. GFU has been very up front about the dates they would like to have the fall banners displayed. Ms. Horn said they will be talking with GFU about the art contest rules and regulations they used for the banners to be used for the summer banner art contest. The contest will be advertised through newspapers, various art groups and the Yamhill Cultural Coalition (which gave the banner grant.)

Mr. Beam said it looks like Sierra Display will be producing both the banners and brackets. Russ Thomas said it would be best to have them do it. The company is based in Sacramento, CA. The Public Works Department (Russ Thomas) is still trying to get the amount in the City's budget to purchase a bucket truck. It is budget decision time. Some of the Committee members may be helping out in this effort.

7. Former Chevrolet dealership site - public input process on redevelopment

Mr. Beam said that the City Manager he was OK with having a block party type event on the site in July and going around to the civic clubs to solicit written opinions on what to do with the site in the future. Discussion was held concerning the City assisting in funding for the artist renditions of different kinds of land used on the site.

Emily Chlumak said that she felt that block parties were a great idea. We will need lots of volunteer assistance.

John Estrem said that it is often times difficult to get people involved with these kinds of events. Discussion was held concerning holding block parties.

Kris Horn agreed that the block party is a good idea.

Dave Mehler asked about how we should solicit input at the block party. People should also enjoy themselves at the event.

David Beam said that members of the committee should be there to help promote discussion with the public and make the event more interesting overall.

John Bridges said that the public needs to be encouraged to have input on the future use of the property. He said the best spot to put the survey would be next to the place where they pay for food. We should also have a mechanism where the public can provide additional ideas for the site.

Dave Mehler said that it may be beneficial to go to solicit information from both civic organizations and the block parties.

Discussion was held finalizing, in general, what the committee wanted to do to solicit input for the Butler property . Ms. Ferranti said that with the block parties, there would be more people to give more input and it would opens it up to the greater community. Mr. Bridges said that it appears that the Committee wants to have a block party; do we also want to take the survey to the various city clubs too? The Committee said it probably would not hurt. We could send something a written version of the survey to the various clubs for them to distribute and see what other ideas come forward. There could be a collection of black and white sketches that could be handed out at their meetings and then hand in at the end of their meetings.

Mr. Beam said that he would get in touch with Bob Foster and discuss the possibility of providing some artist renderings (5 or 6 ideas) for this effort. Some of the initial ideas for the renderings included:

- Mixed-use (commercial below, residential above.)
- Mixed-use (commercial below, office above)

Ms. Horn - It is important to consider the development restrictions that currently apply to the property.

Mr. Beam recommended that we not be too concerned monetary issues at this stage of the effort. At this point, we just want to get input from the public as to what type of use they'd like to see on the site.

Mr. Beam provided some history of the Butler property. He said the City received a CDBG grant in the amount of $300,000 to demolish the former building and clean up the property. The former owner donated the property for $1. Redevelopment of the property must meet the CDBG goals to serve low -to- moderate income population (such as a senior center or a Head Start), or the grant funding must be paid back. The ground water on the site is currently being monitored to see how successful the clean up has been. The City hopes the ground water monitoring will be completed by this year. Five years after the monitoring is completed, the use restrictions on the property are lifted. After that, the City can do as it pleases with the property. The property was contaminated with PCB and solvents and oil and gas. Discussion was held concerning that the property has not been designated for any specific use yet. A park is a consideration, but not be the best use for the property.

Mr. Bridges said that it may be difficult to do any redevelopment on the property within the next 5 years, due to the use restrictions.

Mr. Beam stated that he has been talking with CASA about future use of the property. CASA came up with a rendition of what they would want to do with the property, including retail and office space for CASA , maybe Habitat for Humanity, etc. and then low income/subsidized housing on the upper floors. Discussion was held concerning ownership by a non-profit organization such as CASA. Mr. Bridges questioned how the subsidized housing would work.

Mr. Estrem said we should just to sell to someone else and have them develop it.

Mr. Beam stated that the the City has put quite a bit of staff time into cleaning up the property.

Mr. Bridges said that the city is not likely to develop the property. The City could sell to develop, but required certain kind of development be constructed. It is quite common for larger communities to sell to a particular property they own for a specific development purpose.

Mr. Beam pointed out that the City may want to retain the property for future governmental use. He said this should be one of the future use options.

Mr. Bridges said that while the public is providing us their input, they should be informed of the use restrictions applied to the property. People should understand that we may not be able to do anything with the property for the next 5 years.

Mr. Beam stated that it would be difficult to develop a project outside of the use restrictions, pay back the grant, and make it all "pencil out".

Discussion was held concerning the suggestion of using the property for a park. Also, further discussion was held concerning having farmers markets and gatherings at the location.

Mr. Beam stated that we just need to see what the people would like to see on the site. They need to understand the site use restrictions so that when nothing happens immediately after the block party, people aren't disappointed.

Mr. Beam said another option is a parking lot. He gets a lot of comments from the public regarding this issue. Discussion was held regarding a suggestion that some of the site be used as a drive-thru to pick up and drop off mail from the post office.

Tape 1- Side 2: 7:45 p.m.

Continued discussion concerning the block party.

Other uses:

- Mixed-use buildings - one with building next to sidewalk, one set back some for wider sidewalk, for more pedestrian-friendly uses.

- Horse-shoe design with courtyard - but with smaller site - it may not be feasible.

Ms. Horn stated that if the property is developed privately, the City will want to sell the property at market value.

Mr. Bridges said we do what we think will be the most attractive for the community. If it does not work because of practical concerns, don't change all, we need to adjust. We tell the people to vote on these things and tell us what you like and general comment - all low maintenance and still find the need to do maintenance. We should try and brainstorm what is good for the community and focus on what is important.

Mr. Estrem asked if there is some precedence. There must be some other committees or other groups who deal with seniors and low income issues and are there other grants and possibly getting more money. Mr. Beam said that it depends upon the use. Ms. Horn said there are developers that deal with this type of grant proposals (tend to be low income housing, etc.).

- apartments

- Annex for the post office and/or drive-thru.

- Government office space

- Park (traditional)

- Park - water park

Emily Chlumak said that downtown should look more like Lake Oswego and Portland with fountains, lighting and shrubbery to attract more people downtown. Discussion was held concerning a park with fountain (not to be confused with a regular park.) Discussion was held cocerning the fountains similar to the Tualatin Commons.

David Beam suggested another park variation might be a public square type for performances, debates, farmers markets, etc.

Discussion was held concerning whittling down the potential list at the next meeting.

David Beam said the list of potential uses would be in the minutes and we can add and subtract to that list at the next meeting.. David said he would talk to Bob Foster (planner/architect) and see if he could help design some of the potential use artist renderings.

Ms.Horn said she could provide Mr. Beam with Bob Foster's contact information if he did not have it.

Mr. Bridges recapped with the group that the NDRC would do a block party sometime in early July; a date that would not conflict with Old Fashioned Festival, but sometime after the 4th of July.

8. Civic Corridor Streetscape Survey - presentation schedule

David Beam said he and John Bridges have been to the City Club and Kiwanis with the survey. He said that a couple of changes had been made to the survey schedule: the morning Rotary survey is now March 24th and the Planning Commission survey is now April 14th. David got the static display finished and set up at the Library. They get a lot of traffic during the Library's annual book sale scheduled for this weekend. He is planning to change the location of the static display on a weekly basis. He talked with Don Clements about putting the static display survey at some CPRD sites. He did email with Joan Drabkin about doing the survey during a First Friday. Joan replied that she would be out of town through March. She will contact him when she gets back to firm up a date. Joan said she would help organize and staff the static display for First Friday. David said putting he survey on the website has been a big challenge. The City has not done a survey on its website before. However, once we get it up and running, it will make it easier to do website surveys in the future. He hopes to have it up and running before the next meeting. Discussion was held concerning the control of multiple voting on the website. The Graphic has been able to avoid this problem. David said he will contact the Graphic about this issue. The response level to the survey so far has been good. David provided the results of the Kiwanis Club. Once all the surveys are completed, we will make a master tally of the results.

Ms. Horn said that the various members of the service clubs (Kiwanis, City Club, Rotary) may be voting multiple times as the surveys are implemented.

9. Other business

- NDRC Report to City Council - February 22, 2005

Mr. Bridges said the he and David are going to give a report to the City Council on Tuesday, February 22, 2005. The report will include the results of the downtown EID/BID survey. Discussion was held concerning the presentation placement on the Council agenda (#7). He will tell them where they are in the Civic Corridor Streetscape Survey process and that the NDRC thinks by summer, they will have recommendations for Council to consider for adoption. They would also talk about the Butler property future use process. He would tell them that his personal perspective, it may be best for the NDRC to meet only on an as-needed basis after all its current projects are completed. This is because is has not seen support from the community for any kind of stable funding source to implement the NDRC's downtown plans. The NDRC could meet when issues regarding the downtown area need to be addressed, such as grant funding for a particular project. The NDRC will discuss the future of the Committee in more depth at a later date.

Ms. Horn said that committee member could possibly go out into the community and solicit sponsorships for various streetscape improvements.

Mr. Beam said there is a lot of other projects the Committee could work on, such as Hess Creek and the gateway property.

Mr. Beam presented a flyer for Land Use Alternatives for Newberg's Future public house, which is scheduled for March 3, 2005. He encouraged those interested in future growth of the community to attend.

Mr. Beam talked about how some of the downtown sidewalks along First Street are in bad shape. The City has had lawsuits over these problematic areas in recent years. Sidewalks are the responsibility of the property owner and the City is looking for ways to fix this problem. One option is for the City to send out enforcement letters. Another option is setting up an LID for these individuals. The advantage would be that everyone would do it at once, which could be less expensive than everyone doing it individually. With an LID, the property owners could pay for the improvements over a 10 year period. As an option, we may be able to make streetscape improvements through an LID. David discussed this issue with the Newberg Downtown Association and they said they don't want to expend the political capital to promote an LID. The logic being that if the bypass happens in 5-10 years, a lot of serious energy would go into how to transform the downtown area. They felt that we should save our political capital for that big effort. Besides, the NDA felt that we shouldn't go out and do big improvements to the streetscape now, only to go out and rip it back out again in a few years when we do a major makeover of the downtown after the bypass is in place. Not a good way to build public support.

Discussion was held concerning the process in correcting the sidewalk problem (LID) and everyone equally/proportionately (per square footage) sharing the costs. The City could pay for changes at intersections to make them ADA compliant.

Mr. Bridges said it was debatable as to whether or not fixing the sidewalks through an LID would be cheaper. If the City does an LID, they would need to hire a contractor through the it is cheaper or not to do it individually through their own contractor which could be less because the City would have to do so through a government bidding process, which is generally more expensive than an individual hiring his own contractor.

Discussion was held concerning the possibility of the bypass coming in 3 phases. Mr. Beam said that he heard that some folks feel the first section possibly could be built in the next 5 years. Discussion was held concerning the Dundee back-up problems The City Manager would be the best person to ask about this information. Mr. Mehler said that he has seen various things in the newspaper about a 5-10 year time period. Mr. Beam said there is talk of private funding of the bypass construction (e.g. toll road.) The bypass is a priority on the state's list of things to do. There are already significant resources being dedicated to the bypass project to do things such as the environmental impact statement.

Mr. Bridges said that it is not politically astute to float an LID proposal at this time, in light of the upcoming election regarding LIDs.

Ms. Horn said that she appreciates Mr. Beam's strength in bringing up the ideas and options which may not be politically correct/popular at the time.

10. Next Meeting - March 16, 2005.

11. Adjourn - the Meeting adjourned at 8:28 p.m.

Passed by the NDRC Committee of the City of Newberg this __ day of March, 2005.

AYES:	NO:	ABSTAIN: (List Names)	ABSENT: (List Names)

ATTEST:

______________________________ ______________________________

NDRC Recording Secretary Signature **Print Name** **Date**

enclosures:

- January 19, 2005 meeting minutes
- Civic Corridor Streetscape Survey Venues - updated list

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, MARCH 16, 2005 AT 7 P.M.

Subject to Approval at the April 20, 2005, NDRC Meeting

I. CALL TO ORDER

2. NDRC COMMITTEE ROLL CALL

NDRC Committee Members Present (4):

Diane Ferranti	Lon Wall
Kristen Horn	David Mehler

Absent: John Bridges Bart Rierson Emily Chlumak John Estrem

Staff Present:
David Beam, Economic Development Coordinator/Planner
Ruth Graham, Recording Secretary

3. **David Beam** opened the meeting at 710 p.m.

MEETING MINUTES – Approval of February 16, 2005 minutes

Minutes were not approved due to lack of a quorum.

4. **Public Comment:** None

5. **Former Chevrolet Dealership site – Block party**

David Beam – At the last meeting, we decided to do a block party in July to celebrate clean-up of the Butler property and gather public input regarding potential future uses for the property. We'll also send out a survey to civic clubs & collect their input. Potential artist renditions of uses include mixed use, apartments (not possible), drive-thru for the post office, government office space, park (traditional, public square or water fountain), or a parking lot. Bob Foster can do the renditions for us.

Lon Wall – The rendition stating annexation of post office or drive-thru...what type of drive-thru are we talking about?

David Beam – A drive-thru where the postmaster will be at a window to provide a wide range of services.

Lon Wall – According to a Newberg Postmaster, the City of Newberg did not allow them to expand their facilities in the past. They may not be very receptive to putting in a drive-thru. Recently, the City Council did change the development code regarding allowable uses of drive-thrus in the C-3 zone.

Dave Mehler – The new code changes now allow for a drive-thrus for already operating businesses. Drive-thrus for temp businesses are banned. Oregon Federal credit union wanted to do a drive-thru & it was granted.

Lon Wall – The Planning commission wished to ban all drive-thrus in a C-3 zone a while back when the Code was being revised. However, they wanted to all drive-thrus for banks. Why allow them only for banks?

David Beam – There have been changes made in our ordinance recently regarding drive-thrus. Does the post office even want a drive-thru? I'm not sure we can get an answer from them in time for the block party.

Kris Horn – The Post Office is under a budget crises & struggling. I'm not sure you'll get an answer in the time frame we need.

David Beam – Recommendation from the Committee to drop the drive-thru?

It was decided to drop the Post Office drive-thru concept.

David Beam – Does anybody have any other land us options they want to add to the list?

No response was given.

Lon Wall – For mixed-use, the lower level could lease out small spaces & the second level could theoretically be a park. Small retail spaces are is not common. They provide spaces for businesses with small space needs at a relatively low cost. Like Pikes Market in Seattle. Do what ever you want to second floor: residential, office, park, or whatever.

David Beam – One option is commercial below & government above.

Lon Wall - Small places & small overhead make it easier for businesses to survive. Like a mall.

David Beam – what I'm hearing is you'd like one option to be large commercial space on first floor and one option to be small commercial spaces on the first floor.

Kris Horn – Does the City need more space? Will people vote for it? Reed Opera House, in downtown Salem, is a very busy and alive place. They have some larger businesses too. But many spaces are small. Yamhill Showcase was a concept vision for the Butler property in the last downtown master plan.

David Beam – Should the building be at least 2 stories?

Discussion was held regarding single story versus multi story. Renditions should show some two-story options.

Kris Horn – I'd like to see renditions w/ 3 stories too, so we can see what that option would look like.

Lon Wall – Two stories would fit the look of downtown better than 3.

David Beam – I'm hearing that you would like to see 2 mixed use renditions with commercial below. One 3 story, one 2 story. Show parking in the rendition. Maybe under ground parking if there isn't enough room on the lot.

Lon Wall – commercial needs to have parking too. Parking is an issue there.

David Beam – We can say that parking will be below grade. Do you want to do that?

The Committee agreed.

Kris Horn – I'd like to see some outside activity on the sidewalks or in a courtyard. Possibly on the corner or wider sidewalks. This activity will draw people in.

Diane Ferranti – We need outside places for people to sit & eat.

Kris Horn - I'd rather that we have only 3 rendition options & let Bob Foster do a great job on them.

Diane Ferranti – If a park is an option, people will vote for it because it is appealing.

David Mehler – How about a fountain in the middle of a horseshoe shaped building?

David Beam – We may be short on space for that type of design. Outdoor activity will be limited to a small space.

If we provide limited options, people are going to ask why.

Lon Wall – One rendition probably should be a park.

David Beam – What type of park?

Kris Horn – We could incorporate a public square and a fountain into the park easily.

David Beam – What I'm hearing is that you want to see a park rendition with water feature and public square. Should the water feature be located in the middle or side of the lot? A focal feature but off to the side to allow for public use in open space. Brick work. That's one rendition.

What about a parking lot?

Discussion was held concerning parking lot. It was agreed that parking was not a good use. Space is too small. Parking underground should be for mixed uses.

David Beam - So we have three recommended renditions. Next week we will have the full committee look at these ideas. If we get a consensus at the next meeting on the types of renditions we want, I can get the ideas to Bob Foster for him to start drawing them up.

When will we do the block party? After July 4th but before old fashioned festival?

Our next topic is food at the block party.

Kris Horn – A popcorn stand would be fun.

David Mehler – During the summer you'd want a cold drink. Not hot coffee.

Diane Ferranti – What time of day should we have the block party? Mid-day?

David Mehler – You'll want snow cones or cold drinks. Iced drinks. I don't have a set-up to do coffee at such an event. It would be difficult for me. Contact Cathy of the Coffee Barn. She can do espresso & iced drinks. Plus ice-cream or snow cones for the kids.

David Beam – How about a main food. Should we ask Gem 100? Should there be just one main food available or different kinds? Should we provide entertainment?

Kris Horn – There are plenty of groups such as high school bands which we could ask to perform.

Diane Ferranti – Music is a good idea to help draw people.

Kris Horn – Chuckles the Clown. I'll ask how to get a hold of Chuckles the Clown.

Tasks were assigned to the committee members. Kris Horn will check on the availability of Chuckles the clown and a popcorn stand. David Mehler will contact Cathy from the Coffee Barn for drinks. Lon Wall will talk to Gem 100 to see if they are available to provide hamburgers and ice cream. David Beam will contact CPRD and the Graphic regarding the use of tables and chairs.

The time was decided – 11:00 am to 2:00 pm on a weekday during the week of July 11 through July 15, 2005.

Kris Horn – Should we get the Newberg Graphic on board to participate by handling the publicity? David Beam will talk to the Graphic.

6. Civic Corridor Streetscape Survey update

David Beam – I sent out a press release by email about the survey. The Chamber Forum survey was cancelled. The date for the static survey at the senior center has been changed to the middle of April. The City IT Department is still having problems getting the survey up on the website. Three presentations are being done next week, then a presentation will be done with the City Planning Commission in April.

Lon Wall – Seems to me that at last budget negotiations, money was designated to get a web person. It shouldn't be that difficult to get the survey up on the City website.

7. Downtown Banner Project update

David Beam – The target date to getting the banners up on April 4th is still holding. Five extra banners and sets of brackets were also ordered. We are thinking of asking the County if we can use the grant money left to purchase a bucket truck to maintain the banners. The fall banners will have a dark green background instead of the maroon color. GFU is ordering these soon for the fall.

Kris Horn – I am still raising money for the summer banners. A competition is underway for the design. At the end of March, a final recommended design will be chosen. Finalist will be on display at 'First Friday Art Walk' in April. Council gets final say on the summer design.

8. Gateway property

David Beam – This item goes before council on Monday. The Gateway property is located at the east end of town between Center Street, Hancock Street, and First Street. The concept is to do a 'Welcome to Historic Downtown Newberg'. Page 46 of the handout has a map and renditions. The staff's opinion is that this would be the best use of this property.

Lon Wall – An argument could be made that this property is useless because of access requirements.

David Beam – If it is a usable/buildable property, then the amount of money ODOT is asking for the property may not be too far off the mark. The property's access off highway is ODOT's control.

Kris Horn – The property is contaminated, right?

David Beam – Any further cleanup of the property required by the State would be financed by the prior owner. You're welcome to attend the City Council meeting on Monday night. It is a downtown issue.

9. Other business – Dave Daniels resignation/ NDRC vacancy:

David Beam - Dave Daniels resigned. If you know of anyone interested in the NDRC please have them call City Hall for an application. Bridges went to Council on February 22 to present to them what the NDRC is doing and has done. John said they asked about the EID/BID survey for downtown. John said you need someone who passionate and persuasive if financing programs like urban renewal are to be successful.

Lon Wall – This committee should keep in mind that people downtown are all in favor of us doing something to help the downtown as long as they don't have to pay for it.

Kris Horn – Many feel that if somebody wants to improve my street, they can use my tax dollars. But asking for more money is double taxation. I've already been taxed for those things.

Lon Wall – The EID/BIC poll got dismal results. They don't want to pay for a downtown manager.

David Beam – David handed out a Newberg Graphic article about tonight's NDRC meeting. He pointed out the many factual errors in the article. He handed out copies of the article, with the errors underlined. .

10. Next meeting – April 20, 2005

11. Adjourn @ Lon Wall closed the meeting at 8:55 pm

Passed by the NDRC Committee of the City of Newberg this ___ day of _April, 2005.

AYES: NO: ABSTAIN: (list names) ABSENT:

ATTEST:

______________________ ______________________

NDRC Recording Secretary Signature Print Name Date

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, APRIL 20, 2005 AT 7 P.M.

Subject to Approval at the May 18, 2005, NDRC Meeting

1. **Call to order:**

Since neither the Chair nor Vice-Chair was at the meeting, the committee members appointed Kristen Horn as the ad-hoc Chair for the evening. Mrs. Horn called the meeting to order

2. **Roll call:**

Kristen Horn	John Estreem (arrived at 7:30 p.m.)
Diane Ferranti	David Mehler
John Lawson	Bart Rierson

Absent: John Bridges, Lon Wall, Dave Daniels

Staff Present:
Kathleen Bochart, Recording Secretary

MOTION: MEHLER/LAWSON to approve the minutes from February 16, 2005 and March 16, 2005. (5 Yes/0 No/4Absent [Bridges, Daniels, Estrem, Wall])

3. Public comments

None

4. Former Chevrolet dealership site – Block party

Mrs. Horn asked Mr. Beam to lead the rest of the meeting agenda.

Mr. Beam said he typed up a draft task list for the block party. At the last meeting, we chose to have the block party someday between July 11 and 15.

Ms. Ferranti said that she believes that Wednesday or Thursday was discussed.

Ms. Horn asked what day the block parties were on in 2002.

Mr. Beam said that he thinks it was Wednesday.

Ms. Horn said that she thinks it rotated between Wednesday and Thursday.

Mr. Rierson said that Tuesday would be a good day, because it doesn't interfere with other committees and civic clubs in Newberg.

Ms. Horn said she thought that Tuesday sounded good.

Mr. Beam asked the committee if Tuesday, July 12 sounded good and the committee agreed.

Mr. Beam said that one of the purposes of the block party is to celebrate the lot being cleaned up.

He then stated that he forgot to welcome John Lawson. Mr. Lawson was appointed to the Newberg Downtown Revitalization Committee at Monday's City Council Meeting. He asked Mr. Lawson to introduce himself.

Mr. Lawson said that he has been in Newberg for at least 10 years. He is concerned about Newberg. It is historic and he would like to see it further expanded to its potential. He is excited to be on the Newberg Downtown Revitalization Committee.

Council members introduced themselves to Mr. Lawson.

Mr. Beam said that the committee had previously discussed some land use options for future development of the old Chevrolet lot. One proposal being mixed use buildings. Two renditions of this use could be made. One could be two stories and one could be three stories. One option would have many small commercial spaces on the ground floor and one option would have fewer, larger commercial spaces on the ground floor They would like each drawing to show a lot of street activity. Mr. Beam asked if it mattered which 2 and 3 story buildings matched with which type of commercial spaces.

Mr. Rierson said that he didn't think it matters.

Mr. Beam said that another rendition would be a public square type park, where there would be mostly open space with a few benches. It would be a wide open space where a farmers market could be held or people could make speeches and/or protest if they wanted. A water feature on the side of the lot would be nice. The site should use a lot of red brick.

Ms. Horn asked if Bob Foster was going to draw up the renditions for the property.

Mr. Beam said that he talked to Mr. Foster and he had said he would do it. Mr. Beam also stated that he would like to finalize the rendition requirements tonight so he can get Mr. Foster started on the renditions. He asked how people should vote on their preferred uses of the lot. Mr. Beam suggested that the committee should put pictures on to posters and then people could vote on them and also have a comment sheet.

Mr. Mehler said that either a poster board with pictures or a ballot that the committee could distribute. I think the easiest would be to do that poster board with a voting sheet.

Mr. Beam asked if putting a dots on the picture that the people liked would be good.

The committee replied that the dot voting would be good with additional comment sheets and a flip chart for random comments.

Mr. Beam asked where we stood regarding entertainment for the event.

Ms. Horn said that the person who she thought dealt with Chuckles the Clown doesn't, but did let her know who does. She is going to contact them and find out what we can do. She is also going to check on getting the popcorn machine.

Mr. Beam asked Mr. Mehler if the Coffee Barn would be able to be at the Block Party to serve hot and cold drinks.

Mr. Mahler said that he talked to the owner of the Coffee Barn and she said that she would do it. He just has to let her know the final date.

Mr. Beam said that he has talked with the Graphic and CPRD and they are willing to help out with tables, chairs and publicity. He asked if the committee members had any other ideas for promotions.

Mr. Horn said that we should send a press release to the News Register and to the normal local internet news channels that we deal with.

Mr. Rierson asked if it was possible to mount a flyer box at the site to advertise the block party.

Ms. Horn said that she would donate a flyer box.

Mr. Beam asked who wanted to design the flyer.

Ms. Horn said that she would if no one else did.

Ms. Ferranti said that she will work with Ms. Horn to come up with a flyer design and have a draft ready by the next meeting.

Mr. Beam asked where we could get tents. It may be a hot day in July.

Ms. Horn said that she has access to some small ones but didn't know where can we find large ones.

Mr. Lawson asked if Hertz has them to rent.

Ms. Horn said that she thinks that the tents for previous block parties may have come from PGE.

Mr. Rierson said that he would call PGE and find out about getting tents.

Mr. Beam asked who could we find to volunteer to help set up and take down.

Ms. Horn said that it would be a good idea to get people who have done previous block parties.

Mr. Estrem asked how many people would be needed to volunteer.

Ms. Horn said that 20 people should be plenty of people.

Ms. Ferranti said that the Old Fashion Festival court should be there also. Ms. Ferranti said she would contact Cathie Rawlings about it.

Comment from the public: What about using the volunteer fire fighters with setup and takedown?

Mr. Beam said that was a good idea. If we need anymore volunteers then he will talk with Al Blodgett. Mr. Beam also said that we should try to get KLCY to the block party also.

Mr. Rierson asked if there will be vendors.

Mr. Beam said that we could, depending on the space available. The lot isn't very big.

Mr. Rierson said that it would be nice to have other vendors but we don't want to take away from the real point of having the block party.

Ms. Ferranti asked about having music.

Mr. Beam said that we originally talked about it, but didn't know if anyone had volunteered to secure some musical entertainment.

Mr. Mehler said he could look into some music options.

Mr. Estrem asked what the attendance of the block parties were in 2002.

Ms. Horn said that there was around 800 people at first and at the most there was around 1400 people.

Mr. Beam said that because this is a celebration of the clean up we should invite the people who helped make the cleanup happen. He said that he would make up a display of some sort with before and after pictures.

MOTION Rierson/Ferranti to accept changes for the block party as stated. (6 Yes/ 0 No/ 3 Absent [Bridges, Daniels, Wall])

5. Civic Corridor Survey

Mr. Beam said that, to date, there has been 60 responses to the online survey. The survey will be available online for the rest of the month. Hopefully the results will be ready by next month so that the Committee can review them and then go to City Council with recommendations.

6. Down town banners.

Mr. Beam reported that the banners are up and from what has been said people are please with the way they look. We ended up with about $2300 left over from the project grant budget. This was due to over estimating the installation costs. There are some options that the committee can look at for spending this remaining money on. We can look into getting winter banners, which would cost around $3,000 to produce, or putting the money towards a bucket truck, which would cost around $25,000.

Mr. Lawson asked if the committee ended up getting the money for the winter banners, how would they come up with a design.

Mr. Beam said that there would have to be a design contest.

Ms. Ferranti asked if it the winter banners would interfere with the Fire Departments Christmas decorations.

Mr. Beam said that they could go up with the decorations, but it may be better to put them up after the decorations come down. May look too busy with both of them up at the same time.

Mr. Beam asked the committee if they would rather have winter banners or a bucket truck.

Ms. Horn said that our first priority should be the bucket truck. If out money can't be for the truck, then we should put it towards winter banners.

Mr. Beam asked the committee if they would commit to raising the additional money $700 or so for the banners if we got to use the rest of the grant money for the winter banners.

The committee agreed that they would make that commitment.

MOTION Rierson/Estrem to request from the County that we use the remaining grant funds towards the purchase of a bucket truck. If the truck is not purchased, then the money would be used towards the purchase of winter banners. In this case, the committee would commit to raising the extra needed funds to produce the winter banners

7. Gateway property

Mr. Beam provided the committee with an update on the City's efforts to secure the gateway property from ODOT.

Ms. Ferranti asked if something different should be done with the gateway property.

Mr. Rierson said that we should leave it as is.

Mr. Beam said that Rotary had committed $20,000 for the construction of a welcome to historic downtown Newberg type of sign on the site, if the City got a hold on the property. Mr. Beam also said that ODOT has appraised the land at $116,000 in value. The site has many development issues, including contamination, parking, access, etc. Staff went to council about purchasing the property. Council gave staff permission to negotiate the purchase of the property, but appeared to be unlikely to pay that amount of money for the property. We'll just have to wait and see where things go.

8. Other business

Mr. Beam reported that Emily Chlumak resigned, which leaves us with another vacancy. We are accepting applications through May 18, 2005. Council will hopefully will appoint a new committee member at their June 6, 2005 meeting.

Mr. Beam commented on committee member attendance to the NDRC meetings. He requested that a member knows that he/she will not be attending a meeting, to please contact him. If there are enough people will not be able to make it to the meeting to make a quorum, then he can ask the committee chair to cancel the meeting.

9. **Mr. Beam** stated that the next Newberg Downtown Revitalization Committee meeting will be held May 18, 2005 at 7:00 p.m.

10. **Ms. Horn** adjourned meeting at 8:30.

Passed by the NDRC Committee of the City of Newberg this ___ day of May, 2005.

AYES:	NO:	ABSTAIN: (list names)	ABSENT:

ATTEST:

_______________________________ _______________________________

NDRC Recording Secretary Signature Print Name Date

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, MAY 18, 2005 AT 7 P.M.

Subject to Approval at the June 15, 2005, NDRC Meeting

1. **Call to order:**

John Bridges called the meeting to order at 7:05

2. **Roll call:**

Lon Wall	Kristen Horn, left at 8:05
Diane Ferranti	David Mehler
John Lawson	Bart Rierson
John Bridges	

Absent: John Estrem

Staff Present:
David Beam, Economic Development Coordinator/Planner
David King, Recording Secretary

MOTION: HORN/MEHLER to approve the minutes from April 20, 2005. (6 Yes/ 0 No, 1 Absent [Estrem])

3. **Public comments**

None

4. **Summer Block Party – Review of Task List**

Mr. Beam reported that he met with Bob Foster last week to discuss the Butler property artist renditions. Mr. Foster suggested a fourth drawing with ground-level parking, which Mr. Beam held up a sketch. Mr. Beam wanted to know if the committee would like to have Mr. Foster draw up a fourth rendition showing such an option. The group discussed the option.

Mr. Bridges instructed Mr. Beam that Mr. Foster should stay with the original three renditions. The parking issue will remain open.

Mr. Beam also discussed with Mr. Foster the park/public square rendition. Mr. Foster suggested that instead of a water feature being to the side, it could be a system flush with the ground that could be shut off when needed, like the ones in Portland and Tualatin. The committee agreed this was a good idea. **Mr. Bridges** suggested that a picture of Francis Square be included as an option, since people are already familiar with it. It's a different kind of park option. The Committee agreed.

Mrs. Horn asked that the artist rendition of a park include restrooms. This was an issue brought up by the people at the Downtown Future Fair. The Committee agreed.

Mr. Beam stated he would talk to Mr. Foster to get the public restrooms in the park drawing.

Mrs. Horn has attempted to get in touch with Chuckles the Clown, but no success as yet. As far as a popcorn machine, she is still making contact with Mr. Fred Peterson.

Mr. Bridges recommended we try to get a snow cone machine instead of a popcorn machine, since it will likely be a hot day. He will contact Steve Austin, who he thinks has a snow cone machine.

Promotion Flyer Design

Mrs. Horn promotion flyer design is on hold until knowing about the status of Gem 100 (Tom Vondracheck) supplying the food.

Mrs. Ferranti said that Mr. Vondracheck) is booked July 12-15, and he would like to do the hamburgers a week later. This is still a week plus before Old Fashion Festival. The hamburger supplier is willing to do this without a huge concern about profit. The Committee decided on a Block Party date of Tuesday, July 19.

Mr. Beam suggests that the flyer design project can now proceed.

Mrs. Horn questioned what form the flyer box should take. Mr. Beam said that he could work with Kris on that issue.

Mr. Mehler reported that his wife (a member of Roughly Hewn, a local band) might be able to supply the music. A tent with electrical power would be nice for the band.

Mr. Beam did not think that power would be available. He suggested that someone could talk to the post office to see if they could offer power to the event.

Mr. Mehler felt that electricity is needed for the event. Mr. Wall completely concurred.

Mrs. Horn reported that previous block parties were totally self-contained and didn't require any electrical power supplies.

Mr. Bridges said that he would contact the post office and the bank about supplying electricity. There was also some discussion to make sure that the electrical cords are covered. Mr. Beam will check with the NFD for power cords and covers. Mr. Bridges discussed the need for tent. Mr. Beam said they would be used for peopled eating their food. He has been notified by Mr. Rierson that PGE will supply some tents. Committee members Rierson and Horn might bring their own.

Volunteers

Mrs. Ferranti has talked to the Old Fashion Festival court and they are willing to participate.

Mr. Beam has talked with Al Blodgett about volunteers from the NDF, especially for tables and chairs. Mr. Blodgett said that may be possible.

Mrs. Horn asked if the cultural center could have a booth or a display to communicate what is taking place at Central School.

Mr. Bridges wanted to avoid any confusion between the block party purpose and the cultural center. If the cultural center committee wanted to do a booth to answer questions and hand out information, that would likely be fine. They shouldn't do any surveys though, so as not to be confused with the Butler property survey.

6. Civic Corridor Streetscape Survey – Review of Results

Mr. Beam pointed out the survey summary in the meeting packet. He handed out the original survey with pictures.

Mr. Bridges stated that the NDRC should come up with a recommended design for the City Council's consideration. The most favored designs in the survey don't have to be the same ones the NDRC recommends. Mr. Bridges invited Mr. Beam to give an overview, but Mr. Beam was hoping that the committee members would look through the handout and give their first impressions.

Mrs. Horn, in light of having to leave the meeting early, spoke about her belief that trash cans with a push-open door might not be as inviting as one where trash can be inserted without having to touch the garbage can.

Mr. Bridges then asked the committee members around the room to comment. Most everyone agreed with Mr. Mehler that results (pages 11 – 19 in agenda packet) were difficult to follow without the accompanying pictures.

Mr. Lawson added that the old-fashioned bike rack design is very impressive and ties in nicely with the symbol of the Old Fashion Festival. He also recommends recycled material instead of wood products, in light of the tough western Oregon weather. Mr. Lawson also added his great desire for the vine maple tree.

Mr. Bridges suggested the each member go home with the assignment to pick their favorite in each category. Also consider with the trees how they will need to be pruned, especially so the trees don't obscure city/retail signs.

Mr. Wall likes the homework assignment, and appreciated the good ideas that were included in the survey results. There were also some humorous comments that the committee found interesting but not practical.

Mrs. Horn was concerned about the proper format in which the homework assignment should be completed. Mr. Bridges said it was up to each member. Mrs. Horn then left the meeting.

Mr. Beam mentioned that Sonja Haugen of the Ad Hoc Committee on Newberg's Future was concerned that the amenities of the Civic Corridor Streetscape project could end up being a hodge-podge.

Mr. Bridges assured the committee that there would be aesthetic litmus test before all is said and done.

7. Gateway Property

Mr. Beam reported that from his conversations with Barton Brierley that the city council is unlikely to spend much money to acquire the property.

Mr. Rierson suggested a swap of the gateway property with the animal shelter property for ODOT to use for the bypass.

Mr. Beam stated that he believe that any proceeds for a future sale of the existing animal shelter would be going toward the new shelter. In addition, he stated that the bypass route is quite a bit south of the animal shelter site.

8. Summer Banners

Mr. Beam reported the NDA had a design contest for the banners and they had put the best entries on public display and comment. On the morning of May 18, 2005, the NDA board recommended that one entry (by Andrew Brittell) be sent to for consideration of approval. Mr. Beam then showed the Committee the design.

Mr. Beam then asked if the NDRC would like to demonstrate support for the recommended design. By consensus, the NDRC expressed support of the design.

Mrs. Ferranti was concerned if an endorsement means that the NDRC agrees with every detail of the artwork. This led to a long discussion of how many of the details are endorsed, and how much constructive criticism should accompany the endorsement.

Mr. Wall motioned and Mr. Lawson seconded a motion to reconsider the motion to endorse the design. There Committee discussed areas where the design could be improved.

Mr. Bridges invited Mr. Beam to give an overview of the process that lies ahead. He reported that the banners need to be approved by City Council, ODOT, PGE, and then the banners need to be produced.

Mr. Wall suggested that art work be enhanced.

Mr. Bridges would like to engage the artist to see how the design could be improved. Of course, this project is under the authority of the NDA and any time delay might keep the banner from flying this summer. Nevertheless, the DNRC would like to see more work done on the design.

Mr. Mehler did add that the NDRC doesn't need to be the group that holds up the project.

Mr. Beam pointed out, he brought the sample to the meeting, but that the recommendation of the NDRC is not needed to move the project forward. It was also mentioned that the grantor believed that the banner would fly this summer, and Mr. Beam had no idea how the grantor would respond if the banner didn't fly this summer.

MOTION: RIERSON/MEHLER to approve the NDA summer banner. (5 Yes/ 0 No, 2 Absent [Estrem, Horn])

Mr. Rierson motioned that Bridges talk with NDA to discuss the committee's suggested enhancements in order for NDRC to lend its support. Even though the NDRC support is not technically needed, Mr. Beam would like to tell the city council, however, that the NDRC did approve the final banner design that is to hang in the streets of Newberg. Mehler seconded the motion.

9. Other Business

Mr. Beam says that there is $2300 left over from the banner grant. Yamhill County Board of Commissioners did not want to use this leftover money for a bucket truck, but they liked the idea of using the money to partially fund the creation of a winter set of banners.

Mr. Bridges asked Mr. Beam to create for the next meeting a time line for the design and production of the winter banners in a timely fashion.

Mr. Beam announce the there is still an opening for NDRC member position. He added that three applicants have already come forth for the opening.

Mr. Rierson brought up the parking lot next to Ixtapa. He wondered who controls the parking lot. Mr. Beam pointed out that the restaurant owns the parking lot(s) on the east side of Washington Street. It up to them to use the parking lot as they see fit.

10. **Mr. Beam** stated that the next Newberg Downtown Revitalization Committee meeting will be held June 15, 2005 at 7:00 p.m.

11. **Mr. Bridges** adjourned the meeting at 8:55.

Passed by the NDRC Committee of the City of Newberg this ___ day of June , 2005.

AYES:	NO:	ABSTAIN: (list names)	ABSENT:

ATTEST:

______________________________ ________________________

NDRC Recording Secretary Signature Print Name Date

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, JUNE 15, 2005 AT 7 P.M.

Subject to Approval at the August 17, 2005, NDRC Meeting

1. **Call to order:**

Chairman John Bridges was absent. Vice-Chair Lon Wall called the meeting to order at 7:05

Courtney Rogers was introduced as a new member of NDRC. She works at Chapters Bookstore and is excited to help her hometown. Courtney Rogers was already familiar with nearly everyone on the committee.

2. **Roll call:**

Lon Wall	Kristen Horn	John Estrem, arrived momentarily late
Diane Ferranti	David Mehler	
Bart Rierson	Courtney Rogers	

Absent: John Bridges
John Lawson

Staff Present:
David Beam, Economic Development Coordinator/Planner
David King, Recording Secretary

MOTION: HORN/MEHLER to approve the minutes from May 20, 2005. (6 Yes/ 0 No, 2 Absent [Bridges, Lawson], 1 late [Estrem])

3. **Public comments**

One person (Ann Dolan with the Chehalem Cultural Center) was present and she abstained from speaking until the committee had discussed the block party details.

4. **Architectural Drawing**

Mr. Beam showed a rendition of a potential future development from architect Bob Foster for the property at Howard Street and First Street (411 E. First Street.) The rendition included a mixed-use, three-story building with underground parking.

5. **Summer Block Party – Review of Task List**

Mr. Beam asked if Mrs. Horn has contacted the clown. Mr. Beam was also curious about the number of amps needed from the popcorn maker, in order to figure a total electrical load needed for the party.

Promotional Flyer Design (see handout)

Mrs. Horn reported that the items on the bottom of the flyer were only space fillers to get the feel of the handout. The exact details are still coming.

Mr. Beam asked if there is going to be a theme for the party. Downtown Block Party, Downtown Civic Corridor Block Party were the suggestions made at the time, without a consensus decision. Some discussion followed on whether to include the site address and how to reference the previous Loren Berg Chevrolet property.

Courtney Rogers suggested a vintage black and white photo be used on the flyer as a faded backdrop. Much discussion of the details followed. Mr. Beam will coordinate with Mrs. Horn on the final layout.

Mr. Beam also discussed with Mrs. Horn the placement of the block party sign and flyer box on the property.

Mr. Beam reported that Mr. Bridges did secure a snow cone machine from Steve Austin of FMC. Mr. Beam has confirmed that NFD will supply the ice for the snow cones. The Post Office and Oregon Federal Credit Union will supply the power needed.

The hamburger price was decided to be at $ 2.00. This should at least cover Tom Vondrachek's cost to do the event. Any profit can go to the new city banners.

Mr. Beam stated that music is probably taken care of at this point. Mr. Mehler added that Mrs. Mehler of Roughly Hewn is willing for the band to perform, but she didn't know yet if all the band members could all attend. Mr. Mehler will explore how much power will be needed from the band.

Mr. Beam quickly reviewed other items. Volunteers might come from the NFD for set up and break down, but Mr. Beam is counting on the committee members helping out.

Parking

Mr. Rierson suggested that Ixtapa Restaurant be contacted about seeing if they would offer their parking area for the party.

Mr. Beam said signs will be set up to direct cars to public lots.

Mrs. Horn suggested that the Newberg Graphic be contacted to use their parking for handicap slots.

Staffing

Mr. Beam will develop a staffing schedule for the event. Mr. Beam asked Mrs. Horn to contact Bud and Doris Brand about handling the money for the sale of the hamburgers. Mr. Beam stated that staffing will be needed for cleanup and busing of tables and garbage.

Invites

The usual people will be contacted (i.e., Newberg Graphic, Newberg School System, the details posted on city web site, etc). Flyers will posted is various spots. Coutney Rogers offered to post flyers in downtown merchant windows. Special invites with go persons who helped with the cleanup grant, civic clubs, city council, county commissioners, other politicians, ODOT, Mr. Berg, etc.

Lon Wall invited Ann Dolan, representing the Chehalem Cultural Center Committee, to speak.

Ann Dolan reported that the Cultural Center is working to put out a survey to see what the citizens of Newberg would like to see in the cultural center. Mrs. Dolan asked if it would be acceptable with NDRC to allow the survey to be handed out at the block party. Mrs. Dolan offered to supply people/volunteers from the Center to help out the needs of the block party.

The committee discussed how the Cultural Center's planned survey insert in the Newberg Graphic could be used to NDRC's advantage. Mrs. Dolan reported that the deadline is June 21, 2005. The committee agreed to invite the Chehalem Cultural Center to participate with their survey at the Downtown Civic Corridor Block Party. They were encouraged to bring a canopy for shading their booth. The CCC also agreed to print up the NDRC block party flyer on the backside of their survey that is going in the Newberg Graphic.

Mrs. Horn stated that she will proof the flyer before it is printed.

Square/boxlike garbage cans are available to use at the block party from the Harvest Festival. **Mr. Beam** will talk to Newberg Garbage to provide the needed services for garbage and recycling.

6. Civic Corridor Streetscape Survey – Review of Results

Mr. Beam had discussed the needed process to review the survey with Mr. Bridges. Committee members were to come tonight with their preferred options and include a comment or two to support their preferences. What follows are the committee member choices and comments.

	<u>Benches, Trash Cans Choice</u>	
John Estrem	Group #1	Likes wood, traditional style
Diane Ferranti	Group #2	Doesn't like to push door open on garbage can, needs top
Kris Horn	Group #1	Comfortable, durable (likes the can in #2, but needs top)
David Mehler	Group #1	It is the existing pattern in town
Bart Rierson	Group #1	Would like to see an covered top that need not be touched
C. Rogers	Group #2	Aesthetically pleasing, relates to downtown brick
Lon Wall	Group #1	Prefers natural materials and likes the design
	<u>Bike Racks</u>	
John Estrem	#6	Distinctive look
Diane Ferranti	#6	Also likes #5, but wonders if people know that these bike racks are racks
Kris Horn	#6	Would like to see two different styles around town depending upon location in downtown
David Mehler	#6 & #3	Believes it is distinctive

Bart Rierson	#6	Also likes #3, would also like to see some variety around town
C. Rogers	#6	Unique
Lon Wall	#6	Unique

	<u>Colors</u>	<u>Street Corner Improvements</u>	
John Estrem	Black	#6	Doesn't want to include barriers
Diane Ferranti	Black	#6 & #2	Cost is a factor; avoid tall bush
Kris Horn	Black	#6	#6 is a simpler version of #2
David Mehler	Black	#2 & #6	Aesthetically pleasing, Concerned with visibility
Bart Rierson	Black, except for bronze #3	#2 & #6	Wants to delineate street and Crossing; likes seating
C. Rogers	Black	#6 & #1	Likes it's open style w/ seating. Depends on the intersection
Lon Wall	Dark forest green	#2 & #6	Likes the landscaping

<u>Street Trees</u> (choices limited to the civic corridor for now)

Discussion about the tree choices became entwined in the issue of variety. The committee decided to streamline the process and mention just their top two choices.

John Estrem	#4, vine maple #5, dogwood	Indigenous to the area Attractive
Diane Ferranti	#7, cherry #3, Japanese maple	Likes the brilliance of color against a brick wall Likes the colors
Kris Horn	#1, red maple #7, cherry	Likes the height that comes with this tree Likes its beauty
David Mehler	#7, cherry #5, dogwood	Likes both
Bart Rierson	#7, flowering cherry #3, Japanese maple	Would like to see a variety around town as referred to in the survey
C. Rogers	#7, cherry #3, Japanese maple	Likes the pink blossoms in spring Likes the colors of the leaves
Lon Wall	#4, vine maple #5, dogwood	Indigenous to the area Attractive

7. **Gateway Property Update**

Mr. Beam reported that the council does not want to buy the property. There is an overlay being proposed for the property to mitigate any negative impacts of future development on the property. There is still the possibility of having a gateway sign at the front of the property. The sign could screen off the area behind it and make the area more attractive. The council will be discussing the issue more at their next meeting.

8. **Winter Banners**

Mr. Beam referred to the draft timeline included in the minutes packet. Mr. Beam proposed postponing discussion of this issue till the next meeting, but requested that committee members begin thinking of the banner design contest and how to raise the gap funds needed.

9. **Other Business**

Mr. Beam referred to the new handout with committee member contact information in light of Courtney Rogers coming on board.

Mr. Beam showed the revised summer banner design. He noted that these banners probably won't fly this summer.

Mr Beam said he will be gone from June 22 to July 2. If a committee member needs someone to contact, he suggested that they contact Barton Brierley at the Planning Department

10. **Mr. Beam** stated that the next Newberg Downtown Revitalization Committee meeting will be held July 20, 2005 at 7:00 p.m.

11. **Mr. Wall** adjourned the meeting at 9:05.

Passed by the NDRC Committee of the City of Newberg this ___ day of August, 2005.

AYES: NO: ABSTAIN: (list names) ABSENT:

ATTEST:

______________________________ ________________________

NDRC Recording Secretary Signature Print Name Date

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, JULY 20, 2005 AT 7:00 P.M.

Subject to Approval at the August 17, 2005, NDRC Meeting

1. **Call to order:**

John Bridges called the meeting to order at 7:08

2. **Roll call:**

John Bridges	Diane Ferranti	Kristen Horn
John Lawson	Bart Rierson	

Absent:

John Estrem	David Mehler	Courtney Rogers
Lon Wall		

Staff Present:

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

3. **Meeting Minutes:**

There were no minutes from the June meeting to review.

4. **Public comments**

No one was present at the beginning of the meeting.

5. **Summer Block Party – Debriefing**

Mr. Beam recapped the success of the block party. Two handouts were made available at the meeting (see handouts entitled, *Downtown Block Party Public Comments* and the photocopy of an editorial about the block party from the *Newberg Graphic*).

John Lawson thought that the comment on the "Saturday Market" idea was interesting. However, such an activity would need good management to make it work. Mr. Beam pointed out that a farmers market has been attempted in Newberg in the recent past.

Mr. Rierson knows that City Council has discussed the idea as well, but insurance has been a main concern

Mrs. Horn added that GFU is currently considering the idea of a Saturday market.

Chair Bridges asked Mr. Beam what the next step is for NDRC. Mr. Beam recommends that the site options presented at the block party be sent on to City Council with a recommendation from NDRC. NDRC committee members unanimously agreed to send the results with a recommendation. The following preferences were express regarding the potential development options of the site:

Mr. Rierson	option #3 with an additional fountain
Mrs. Horn	option #1 for the sake of retail space potential (~10,000 square feet)
Mrs. Ferranti	option #1 for the shops and potential income thereof
Mr. Lawson	option #1
Mr. Bridges	option #3 without the amphitheater and with a restroom

There was a lengthy discussion of the pros and cons of the above preferences. Some discussion involved whether or not city government offices need to be in the new building. Deliberation also generated the following attributes to accompany the recommendation. These included:

- Restrooms available from the outside and open during reasonable retail hours (e.g. 9 a.m. to 9 p.m.)
- No city governmental offices to occupy the building.

There was a motion by Mrs. Horn to forward the handouts and development options with the recommendation from NDRC for option #1 with the above-stated qualifying attributes. The motion was seconded by Mr. Lawson. (4 yes/ 1 no, 4 absent [Estrem, Mehler, Rogers, Wall]).

It was also agreed that Mr. Lawson would draft a letter with the reasons for recommending option #1. The draft will be sent to David Beam, who will then disperse it to the committee members before the next meeting for comments. All NCRC committee members can send Mr. Lawson his or her ideas for the letter. The final draft will be dispersed to the NDRC before the August 17th meeting.

Mr. Beam also mentioned in reference to the Block Party that the estimated profit from the function's food sales (Jem 100) may be roughly $300 to $400. As soon as all costs are finalized, a profit total will be known. The question then will be where to donate the profits. Options include the future Cultural Center, summer banners, or winter banners. If Tom Vondracheck is given all the proceeds, he is then able to donate to the option of his choice, and perhaps enjoy a tax deduction.

6. Civic Corridor Streetscape Survey – Review of Results

Mr. Beam had forwarded the committee members' preferred option that were expressed at the previous meeting and forwarded them on to city staff for comments City staff that reviewed the options included Barton Brierley, Russ Thomas, Michael Sherman, Bob Tardiff, and Jim Bennett. Only Russ Thomas responded and his comments were included in the meeting packet.

Chairman Bridges recommended that the August meeting include a summary survey process and results so that the Committee members can continue working towards a final recommendation for City Council.

Mr. Beam pointed out that he will be absent in August, so Chairman Bridges moved that this action item be moved to the September meeting.

7. Gateway Property Update

Mr. Beam reported that proposed overlay did pass, and is in place. City staff is still working on the possibility of getting a small portion of the subject property for a welcome to downtown sign.

8. Winter Banner Design Process

Mr. Beam referred to the timeline draft included in the meeting packet. An Ad Hoc committee for the project needs to be created. A recommended design must be selected by the beginning of November. The banners should be ready by the end of the calendar year so that they can be installed when the city Christmas decorations come down in early January. Mr. Beam pointed out that the NDRC could be the Ad Hoc committee, but sometimes it is good to reach out and get others involved. It is important to keep PGE and ODOT involved in the process.

The NDRC committee members decided to be the Ad Hoc committee. Task #1 is therefore complete. Task #2—determine match fund-raising plan was then discussed. Another block party was proposed, perhaps another lunch-time meal in October. About $400.00 is still needed, but exact figures will not be known until a quote for the banners is sought.

Kris Horn suggested that donation cans for the banners should be put out during the upcoming First Friday Art Walks.

Task #3—Design criteria was discussed next. Most of the design criteria has been created through the last banner contests (Spring, fall, summer.) Task 4, developing the design contest, was then discussed. The Committee specifically discussed how to get more people involved and interested in the design contest. Chairman Bridges proposed that designers at GFU art department could be solicited for their services to create some proposed designs. John Bridges will contact GFU about this possibility. If GFU will do this, then Tasks #4 – 6 will not be necessary.

9. Other Business

None.

10. Next Meeting:

Mr. Beam stated that the next Newberg Downtown Revitalization Committee meeting will be held August 17, 2005 at 7:00 pm, but Mr. Beam will not be present. Barton Brierley will staff the next NDRC meeting. The next meeting will focus on the winter banner project and its associated block party in October.

11. **Mr. Bridges** adjourned the meeting at 9:05.

Passed by the NDRC Committee of the City of Newberg this ___ day of August, 2005.

AYES:	NO:	ABSTAIN: (list names)	ABSENT:

ATTEST:

______________________________ ________________________

NDRC Recording Secretary Signature   Print Name   Date

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, August 17, 2005 AT 7:00 P.M.

1. **Call to order:**

John Bridges called the meeting to order at 7:08

2. **Roll call:**

John Bridges	Courtney Rogers	John Estrem

Absent:

Diane Ferranti	Kristen Horn	John Lawson
David Mehler	Bart Rierson	Lon Wall

Staff Present:

Barton Brierley, Planning and Building Director filling in for David Beam,
David King, Recording Secretary

**** No quorum was present. Meeting cancelled.**

Unofficial Business:

Chair Bridges asked if any items needed attention. Barton Brierley directed the three members to review the Lawson draft letter of the NDRC recommendation to city council concerning the Loren Berg property. Chair Bridges would like to double-check the vote on page 2 of the July 2005 meeting minutes. Barton Brierley will fine-tune the draft, and include extra reasons for the recommendations that come with the recommendation.

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, August 17, 2005 AT 7:00 P.M.

1. Call to order:

John Bridges called the meeting to order at 7:08

2. Roll call:

John Bridges	Courtney Rogers	John Estrem

Absent:

Diane Ferranti	Kristen Horn	John Lawson
David Mehler	Bart Rierson	Lon Wall

Staff Present:

Barton Brierley, Planning and Building Director filling in for David Beam,
David King, Recording Secretary

** No quorum was present.

Unofficial Business:

Chair Bridges asked if any items needed attention. Barton Brierley directed the three members to review the Lawson draft letter of the NDRC recommendation to city council concerning the Loren Berg property. Chair Bridges would like to double-check the vote on page 2 of the July 2005 meeting minutes. Barton Brierley will fine-tune the draft, and include extra reasons for the recommendations that come with the recommendation.

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, SEPTEMBER 21, 2005 AT 7:00 P.M.

Subject to Approval at the November 16, 2005, NDRC Meeting

1. **Call to order:**

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

2. **Roll call:**

John Bridges	Diane Ferranti	Kristen Horn
John Lawson	David Mehler	Bart Rierson
Lon Wall		

Absent:

John Estrem (came late) Courtney Rogers

Staff Present:

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

3. **Meeting Minutes:**

Minutes for June and July were voted on; there were no minutes from the August meeting that did not have a quorum.

MOTION: WALL/RIERSON to approve the minutes from June 15, 2005. (7 Yes/ 0 No, 2 Absent during vote [Estrem, Rogers]

MOTION: WALL/RIERSON to approve the minutes from July 20, 2005 with one change noted under item #5. (6 Yes/ 0 No, 2 Absent during vote [Estrem, Rogers]

4. **Public comments**

No one was present at the beginning of the meeting.

5. & 6. Winter Banners Design Process and Community Night (The conversations blended together)

Mr. Bridges recapped that there should be six options of banner design that will be available on the Community Night, October 18th. Discussed among the committee members was whether six options were too many to display.

Mr. Bridges asked for a change in the wording on page one, paragraph five, sentences two and three. Fellow members concurred with the changes. Final revisions were noted by **Mr. Beam** for a final letter to be presented again to NDRC members for their review. Once approved, the letter will then be presented to the City Council. Mr. Beam would like to see the letter presented to City Council in person by a NDRC member. **Mr. Rierson** volunteered to make the presentation, but deferred to **Mr. Wall** making the presentation in light of being in favor of the majority view voted on in the July meeting.

8. Civic Corridor Streetscape – Final Recommendations

Mr. Beam reissued the categories and the narrowed down decisions (see interoffice memo handout). The following are the preference give by the committee members.

A) Bench and garbage can – everyone liked Group #1

B) Bike racks

JL 5	BR 3	KH 3/6	LW 6
DM 6/3	JE 3	DF 3	JB 5

C) Corner landscaping – low shrubbery is necessary

LW 2	DM 6	JE 6	DF 6
KH 6	BR 6	JL 6	JB 2

D) Trees – present both #4 and #7

KH 7	BR 7	JL 4	LW 4
DM 5	JE 4	DF 7	JB no vote given

9. Other Business

No items were mentioned by the committee members.

10. Next Meeting:

Mr. Bridges stated that the next Newberg Downtown Revitalization Committee meeting will be held October 19, 2005 at 7:00 pm, the night after the Community Night.

11. Mr. Bridges adjourned the meeting at 8:50 PM.

Passed by the NDRC Committee of the City of Newberg this 16 day of November, 2005.

AYES: 5 NO: 0 ABSTAIN: 0 ABSENT: 4
(list names)

ATTEST:

[signature]
NDRC Recording Secretary Signature

DAVID B. KING, JR
Print Name

Date
16 NOV. 05

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(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, OCTOBER 19, 2005 AT 7:00 P.M.

Subject to Approval at the November 16, 2005, NDRC Meeting

1. **Call to order:**

John Bridges called the meeting to order at 7:06 PM

2. **Roll call:**

John Bridges	Diane Ferranti	Kristen Horn
David Mehler	Bart Rierson	

Absent:

John Estrem	John Lawson	Courtney Rogers
Lon Wall		

Staff Present:

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

3. **Meeting Minutes:**

The minutes from the September meeting were not ready for publication.

4. **Public comments**

No one was present at the beginning of the meeting.

5. **Winter Banners Design Process**

Mr. Bridges thanked the members who helped with the design review process. He also made it known that adjustments are available with any design that is chosen. In times past, the artist has been asked to make some modifications.

Mr. Beam reported that he discussed the proposed designs with the NDA Board that morning. The majority of the Board voted to endorse Option B. They also recommended that the word "beautiful" should be removed and the word "Newberg" should be larger. The banner printer will have to be involved at some point in the process to discuss in case the detail whether or not the snowflakes are too intricate to reproduce.

Colors, backgrounds, and a possible new option of a child in goulashes with an umbrella were discussed. Mr. Beam reminded the committee members that the deadline for presenting to City Council is the first meeting in December.

Mr. Bridges stated that the next Newberg Downtown Revitalization Committee meeting will be held November 16, 2005 at 7:00 pm.

11. **Mr. Bridges** adjourned the meeting at 7:56 PM.

Passed by the NDRC Committee of the City of Newberg this 16 day of November, 2005.

AYES: 5 NO: 0 ABSTAIN: (list names) 0 ABSENT: 4

ATTEST:

NDRC Recording Secretary Signature

DAVID B. KING, JR
Print Name Date
16 NOV. 05

(NDRC) NEWBERG DOWNTOWN REDEVELOPMENT COMMITTEE MEETING MINUTES
Newberg Public Safety Building - Newberg, Oregon
WEDNESDAY, NOVEMBER 16, 2005 AT 7:00 P.M.

Approved at the January 18, 2006, NDRC Meeting

1. **Call to order:**

John Bridges called the meeting to order at 7:06 PM

2. **Roll call:**

John Bridges	John Estrem	Kristen Horn
David Mehler	Bart Rierson	

Absent:

Diane Ferranti	John Lawson	Courtney Rogers
Lon Wall		

(NOTE: Lon Wall and Courtney Rogers came to the meeting, but were unable to access the alternative meeting room. The meeting was moved to another room in the PSB due to a scheduling conflict with another City committee.)

Staff Present:

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

3. **Meeting Minutes:**

The minutes from the September and October meetings were brought to a vote for approval.

MOTION: RIERSON/HORN to approve the minutes from September 21, 2005 and October 19, 2005. (5 Yes/0 No, 4 absent during vote).

4. **Public Comments**

No one was present at the beginning of the meeting, though the meeting was moved to the PSB Library Conference Room, accessible through two locked doors.

5. **Winter Banners Design Process**

Mr. Bridges directed everyone's attention to the four original banner options and the nine additional new options. The new options were mainly contributed by GFU Graphic Arts Department, and one option was provided by a current employee of Vineyard Graphics. The new options mostly highlight umbrellas and the predominance of rain in Newberg.

8. Economic Opportunity Analysis

Mr. Beam handed out copies of his draft on an economic analysis for Newberg. Mr. Beam briefly highlighted key points from the draft (see copy). Committee members asked questions of Mr. Beam and discussed some of the key points. The conclusion was that Newberg needs attract traded sector companies that bring new money into Newberg. The recommendation industries to attract would include new manufacturing, more health industry, more higher education, and more related to the wine/tourism industry. The recommended approach for economic development is to do so at a regional level. This means establishing closer ties with Portland economic development entities. However, Mr. Beam does not recommend joining METRO, not does he feel this is a required action of a solid economic development policy for the City.

9. Future Direction:

Mr. Bridges summarized that many of the committee's main tasks are winding down. These tasks include the green space proposal as well as the streetscape task. All this to say that new recommendations for the future direction of the NDRC need to be considered. **Mr. Estrem** wondered how active the NDRC can be on its own. Mr. Bridges discussed how the NDRC historically came about, and that the original tasks given to NDRC have been fulfilled. Should the committee continue? **Mr. Beam** recommended that part of the next meeting include a time to brainstorm new ideas for the committee.

10. Other Business:

Mr. Beam reported that $31.56 was collected from the donation boxes around town for the winter banners. This brings the banner account to around $ 2,800. He also reported on the gateway property project is moving along. The latest concept is to sell the land to a developer and then having a sign easement on the property.

11. Next Meeting:

Mr. Mehler wondered if the NDRC truly needs to meet in December. The committee unanimously agreed to cancel the December NDRC meeting. **Mr. Bridges** stated that the next Newberg Downtown Revitalization Committee meeting will be held January 18, 2006 at 7:00 pm.

12. Mr. Bridges adjourned the meeting at 8:45 PM.

Passed by the NDRC Committee of the City of Newberg this 18th day of January 2006.

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

ATTEST:

NDRC Recording Secretary Signature

DAVID B. KING, JR — Print Name

18 JAN. 06 — Date