

**SHERWOOD URBAN RENEWAL AGENCY BOARD OF DIRECTORS
MEETING AGENDA**

Tuesday, March 19, 2013

**WORK SESSION
(following the City Council meeting)**

City of Sherwood City Hall
22560 SW Pine Street
Sherwood, Oregon

URA BOARD WORK SESSION

1. CALL TO ORDER

2. TOPICS

- A. Main Street Program** (Tom Pessemier)
- B. Fiscal Year 2013-14 URA Property Tax Option-Tentative** (Craig Gibons)
- C. Community Center Project Management Update** (Tom Pessemier)

3. ADJOURN

Sherwood URA Board Meeting

Date: March 19, 2013

List of Meeting Attendees: —

Request to Speak Forms: —

Documents submitted at meeting: ✓

Work Session Only

A.) Sherwood Main Street Presentation, Exh. A

SHERWOOD MAIN STREET

PRESENTATION TO URBAN RENEWAL AGENCY BOARD

WORK SESSION

March 19, 2013

SHERWOOD MAIN STREET BOARD OF DIRECTORS

Lee Weislogel	Jeff Sackett
Bill Montgomery	Allen Bower
Jennifer Fagerstrom	Ethan Kurtz
Gregg Jacot	Charles Harbick
Alison Bertalotto	
Ex-Officio – Tom Pessemier	
Council Liaison – Krisanna Clark	

March 19, 2013 URA Board
Date Gov. Body

Work Session A
Agenda Item Exhibit #

SHERWOOD MAIN STREET (SMS)

PRESENTATION TO THE URA BOARD WORK SESSION

March 19, 2013

1. INTRODUCTION & BACKGROUND – Lee Weislogel
 - SMS Organization History
 - Main Street National & State Program
 - Economic Development
 - URA Investment in Old Town
 - Branding Progress
 - Heart of the City with the Historical Society
 - Old Town Construction
 - Why We Are Here
 - Introduce Bill Montgomery, Board VP & Angi Ford, Coordinator (SMS Executive Committee Members Gregg Jacot & Jennifer Fagerstrom unable to attend)
2. CHAMBER RELATIONSHIP & FINANCIAL – Bill Montgomery
 - Mutual Membership, Ambassadors (3), Joint Committee, State MS Presentation, & Volunteers
 - Financial Projections
 - Improvement District Process
 - Business Establishments
3. NEW SMS EXECUTIVE COMMITTEE/BOARD MEMBER SHARING – Jennifer (Att.)
4. SMS PARTICIPATION & SUPPORT – Angi Ford
5. SUMMARY/ Q&A – Lee & All
 - Going Forward
 - URA Property Assets
 - Recommendation
 - Thank You for Your Attention & Support

ATTACHMENTS:

1. SMS Accomplishments Summary
2. List of Oregon Main Street Cities (80)
3. Principles of Main Street
4. SMS Financial Projections
5. Improvement District Process
6. Business Establishments
7. Jennifer Fagerstrom Sharing
8. Grant Opportunity Summary
9. SMS Participation & Support

SHERWOOD MAIN STREET (SMS) ACOMPLISHMENTS SUMMARY

March 16, 2013

1. BUILT THE ORGANIZATION TO THE MAIN STREET TRANSFORMING LEVEL

a. Board additions with City Participation: Council Liaison Krisanna Clark, Councilor & Tom Pessemier, Assistant City Manager plus Board Members Jennifer Fagerstrom & Ethan Kurtz.

b. Committees

Leadership Examples: Design Chair–Architect, Economic Chair –Retired Banker;
Also, City representatives on committees

c. Junior Main Street – Sherwood High School

d. Partnership with other organizations & their serving on SMS Committees

e. What does Transforming Level mean? As one of the 80 Oregon cities in the Main Street Program, we are in the next to highest level having advanced above the Affiliate & the Exploring Status. We are among the 21 at this level with only 6 above us at the Performing Level. We now have access to greater resources from the State along with the performance responsibilities we have at this Level as called out in the Letter of Agreement. To advance, we need to establish ourselves further in the State & National Main Street Program.

2. BRANDING

a. Kickoff with 23 Community Leaders, Step #1 Completed

b. Follow-on is essential

3. OLD TOWN CONSTRUCTION

a. Hosting regular construction meetings and special meetings with Old Town (OT) Businesses, City Engineering, & Contractor for projects: including OT Intersections (past), RR & Washington & Alleys (present)

4. ACTIVITIES/ PROMOTION

a. Business Owner startup, transition assistance, & continued support

b. Business recruiting & property owner support

c. Support Chamber & its events by booth staffing, advertising & promotion, office backup, partnering, and administration

d. Promoting businesses in Old Town by networking and addressing individual needs

e. Sponsor Monthly First Friday & Bi-annual Volunteer Fair

f. Regular Events: Poker Run, Scavenger Hunt, Trick or Treat, Bingo, St. Patrick's Day

g. Web, Brochures, OT Map, Facebook, Networking, Press Releases

h. Support other organizations & their events, including Crusin' & Robin Hood Festival

i. Lead the Pix-in-the-Plaza with the City & Cultural Arts Commission

j. Many more under consideration



OREGON MAIN STREET

2011-2012 Cities and Communities

Date: Oct 2012

Performing Main Street	Transforming Downtown	Exploring Downtown	Affiliate Community
<p>Albany Baker City Corvallis McMinnville Oregon City Roseburg</p>	<p>Astoria Bandon Canby Carlton Coos Bay Cottage Grove Dayton Estacada Hillsboro Klamath Falls La Grande Medford Molalla Oakridge Philomath Port Orford Sandy Sherwood Springfield The Dalles Toledo</p>	<p>Amity Beaverton Burns Condon Enterprise Eugene/Whitaker Gresham Independence Jacksonville John Day Junction City Lake Oswego Milton-Freewater Mosier Myrtle Creek Newberg Nyssa Salem St. Helens Stayton W. Linn/ Willamette Woodburn</p>	<p>Aumsville Bend Bonanza Canyonville Creswell Damascus Detroit Grass Valley Irrigon Jefferson Lakeview Lebanon Lowell Madras Milwaukie Mitchell Monmouth North Bend Pendleton Pilot Rock Reedsport Riddle Shady Cove Silverton Sutherlin Tigard Tillamook Turner Vernonia Weston Yoncalla</p>



Where Place and Time meet

CONTACT INFORMATION

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Main Street 's Economic Success

*Historic Preservation =
Economic Development*

Since 2010, Oregon Main Street's "Performing Main Street" and "Transforming Downtown" level communities saw:

- \$17.96 million total private investment in physical improvements
- \$24.09 million total public sector investment in physical improvements
- 316 building improvement projects
- 216 net new businesses
- 653 net new jobs
- 24,500 total volunteer hours (Performing Main Street level)

Oregon Main Street

Oregon Main Street provides assistance, training, and technical services to communities who want to strengthen, preserve, and revitalize their historic downtown commercial districts. The program is a locally driven process following the proven Main Street Approach® which is a practical and comprehensive model capitalizing on downtown's unique assets. The goal is to build high quality, livable, and sustainable communities that will grow Oregon's economy while maintaining a sense of place. Oregon Main Street is administered by the State Historic Preservation Office (Oregon Parks and Recreation Department).

The Main Street Approach®

Main Street
NATIONAL TRUST FOR
HISTORIC PRESERVATION

The Main Street Approach is a proven comprehensive approach to historic commercial district revitalization. This approach has been implemented in over 2,200 cities and towns in 40 states across the nation with the help of the National Main Street Center and statewide downtown revitalization programs. The success of the Main Street Approach® is based on its comprehensive nature. By fully integrating four points into a practical downtown management strategy, a local program will produce fundamental changes in a community's economic base:

Organization involves building a Main Street® framework to support successful revitalization efforts by ensuring adequate people and financial resources are available to implement projects and activities..

Promotion creates excitement downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street® encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

Design enhances the attractiveness of the business district. Historic building rehabilitation, street and alley clean-up, colorful banners, landscaping, and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in, and live.

Economic Restructuring involves analyzing current market forces to develop long-term solutions. Recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.

Meeting the Needs of Oregon Communities

Oregon Main Street provides assistance to all communities whether they are just beginning to explore options for their downtown or seeking national recognition as an accredited Main Street® town. Currently, there are 79 communities participating in one of the three levels of Oregon Main Street:

Affiliate: is for communities who wish to be connected to Oregon Main Street or want to apply the Main Street Approach® in a non-traditional setting. Communities at this level are invited to attend workshops and conferences sponsored by Oregon Main Street.

Exploring Downtown is for those communities that demonstrate an interest in revitalizing their downtowns and want to learn more about the Main Street Approach®. Interested communities may join at anytime by submitting a letter of intent and completing a brief community assessment survey.

Transforming Downtown is for communities who are committed to downtown revitalization using the Main Street Approach® but need technical assistance to take them to the next level. Application rounds are held as resources permit.

Performing Main Street is for those communities who were previously certified National Main Street cities and those communities with advanced downtown programs following the Main Street Approach®. Application rounds are held as resources permit.



Where Place and Time meet

Why Downtown is Important

1. Historic core of community.
2. Includes unique shopping and service activities.
3. Represents vast amount of public and private investment.
4. Provides a sense of community and place.
5. Reflection of how the community views itself and is a critical factor in business retention and recruitment efforts.
6. Most of the downtown businesses are locally owned.
7. Represents a significant portion of the community's tax base.
8. Serves as an incubator for new businesses.
9. Typically a government center.
10. Often the largest employer in town.

Principles of Main Street

The National Trust Main Street Center's experience in helping communities bring their commercial corridors back to life has shown time and time again that the Main Street Four-Point Approach succeeds. That success is guided by the following eight principles which set the Main Street methodology apart from other redevelopment strategies:

1. **Comprehensive:** A single project cannot revitalize a downtown. An ongoing series of initiatives is vital to build community support and create lasting progress.
2. **Incremental:** Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex problems.
3. **Self-help:** Although Oregon Main Street can provide valuable direction and technical assistance, only local leadership can initiate long-term success through community involvement and commitment to the revitalization effort.
4. **Public/private partnership:** Successful downtown revitalization organizations must have the support and expertise of both the public and private sectors.
5. **Identifying and capitalizing on existing assets:** local assets provide the solid foundation for a successful, unique downtown revitalization initiative.
6. **Quality:** From storefront design and promotional campaigns to special events, quality must be the main goal.
7. **Change:** Changing community attitudes and habits is essential. A carefully planned downtown program will help shift public perceptions and practices to support and sustain the revitalization process.
8. **Action-oriented:** Successful downtown revitalization programs are pro-active. They plan for the future.

Partners and the Main Street Approach®

Local Main Street Programs must involve groups throughout the community to be successful. Different groups have different interests in the downtown. And, while each may have a particular focus, all groups ultimately share the common goal of revitalizing the commercial district. By involving a broad range of constituents in the process, the downtown program can help each group realize that this common goal exists and that cooperation is essential for successful revitalization. By identifying each group's strengths, the downtown program can help focus that group's energy in the areas where it will be most effective. Groups typically involved in successful local downtown revitalization programs include:

- Retail and Service Sector Businesses
- Property Owners
- Chambers of Commerce
- Financial Institutions
- Consumers
- City and County Government
- Economic Development Officials
- Industries
- Hospitals
- Media
- Utilities
- Historic Societies and Historic Preservation Groups
- Civic Organizations
- Schools

"all of us, if we are reasonably comfortable, healthy and safe, owe immense debts to the past. There is no way of course, to repay the past. We can only repay those debts by making gifts to the future." Jane Jacobs

SHERWOOD MAIN STREET FINANCIAL PROJECTIONS to December 31, 2017

Reflects total **\$70,000 City of Sherwood URA Grant** over 5 years to assist Sherwood Main Street operations

	ACTUALS		PROJECTIONS				
	12/31/11 (@ 9 mos.)	12/31/12 (12 mos.)	12/31/13	12/31/14	12/31/15	12/31/16	12/31/17
ORDINARY REVENUE			(Carry forward from original \$45M = @\$6.0M; New Money = \$70,000)				
Sherwood URA Grant	\$17,000	\$22,500	\$22,500	\$22,500	\$13,000	\$10,000	\$8,000
1 Small Fund raising events (net)	\$500	\$1,000	\$1,000	\$1,500	\$2,000	\$2,000	\$2,000
2 Corporate Sponsor Revenue	\$0	\$0	\$2,000	\$2,000	\$3,000	\$3,000	\$3,000
3 Major Fund Raising Events	\$0	\$700	\$2,000	\$3,000	\$3,000	\$3,000	\$3,000
4 Donations	\$200	\$500	\$1,000	\$4,000	\$3,000	\$3,000	\$3,000
5 Paver Project	\$0	\$0	\$0	\$8,000	\$0	\$0	\$0
7							
8 OTHER REVENUE							
9 Economic Improvement District	\$0	\$0	\$0	\$5,000	\$15,000	\$15,000	\$15,000
10							
11 TOTAL REVENUE	\$17,700	\$24,700	\$28,500	\$46,000	\$39,000	\$36,000	\$34,000
12							
13 Administrator Salary & O/H	\$16,000	\$21,000	\$21,000	\$21,000	\$23,000	\$23,000	\$25,000
14 Director & Officer Insurance	\$0	\$0	\$600	\$600	\$600	\$600	\$600
15 Supplies, other costs	\$2,000	\$3,000	\$3,000	\$4,000	\$4,000	\$4,000	\$4,000
16 Rent (waived through 3/31/13)	\$0	\$0	\$2,700	\$3,600	\$3,600	\$3,600	\$3,600
18 TOTAL EXPENSE	\$18,000	\$24,000	\$27,300	\$29,200	\$31,200	\$31,200	\$33,200
19							
20 NET REVENUE/EXPENSE	-\$300	\$700	\$1,200	\$16,800	\$7,800	\$4,800	\$800
21							
22 NET CUMULATIVE CASH	-\$300	\$400	\$1,600	\$18,400	\$26,200	\$31,000	\$31,800

This projection represents financial improvement over time to eventually being self-sustaining.

Not included in the above is potential **GRANT REVENUE**, which is not available for operating expenses, but is available for **OLD TOWN IMPROVEMENTS**, such as Historical Society upgrades, signing, branding, facades and visitor enhancements.

Potential Grants will be applied for, some with the Chamber of Commerce, the City of Sherwood, and the Sherwood Historical Society. These grants are in amounts ranging from \$7,000 to \$25,000, and will greatly enhance the appeal of Old Town.

SHERWOOD MAIN STREET OLD TOWN SHERWOOD

TYPICAL PROCESSES TO ESTABLISH AN IMPROVEMENT DISTRICT

Must be established through a City Council Ordinance. If no EID/BID has ever been established, the concept should be introduced to the City Council, and request that they start off with an **Enabling Ordinance**.

A.) City Council holds a **Public Hearing** to announce the Intention to establish an EID/BID.

B.) **Written response** is requested from affected Business Owners/Property Owners as to their position to support or oppose the EID/BID.

C.) City Council holds a **Second Public Hearing** to announce the results of the polling (remonstrance rate).

D.) If objections from affected property owners (EID) or business owners (BID) are 33% or more, the process will stop.

If approval is secured, the City of Sherwood will appoint the appropriate person(s) on City staff to begin the analysis and implementation. Typically takes up to a year to get to the Second Public Hearing. Our Projections reflect implementation in late 2014.

NOTE: EID/BID funds do **NOT** fund capital improvements.

Downtown Revitalization projects **CAN** include:

- Planning and personnel
- Landscape and maintenance
- Promotions, events and activities
- Business recruitment
- Business retention
- Marketing and advertising

SHERWOOD MAIN STREET OLD TOWN

BUSINESS ENTITIES IN OLD TOWN

1.) BUSINESS ESTABLISHMENTS IN OLD TOWN

Total of about 58 **Businesses** in Old Town

Estimate of how many **Businesses** might benefit from improved customer visits/spending:
>>>>>> (**Improved revenue and business profit**)

YES
20

MAYBE
23

NOT LIKELY
15

2.) BUSINESS PROPERTIES IN OLD TOWN

Estimate of about 60 (**business**) **property units/rental units** in Old Town

Estimate of how many **business Properties** might benefit from improved customer visits/spending
>>>>>> (**Improved potential rental income**)

YES
22

(2 vacant)

MAYBE
23

NOT LIKELY
15

Estimated 45 of the business properties would benefit from improved customer visits/spending.

The other 15 business properties have tenants that are not retail traffic oriented and not likely to benefit from increased visits. Though the property owners may benefit from increased rent values.

3.) PROPERTY OWNERS

Total of about 35 **Owners** of Old Town (business) properties

Many of these property owners would eventually benefit from improved customer visits/spending
The expected result would be improvement in their **rent revenue** over time.

4.) EID REVENUE: Totally depends on the manner in which assessments are calculated.
Estimate would be \$15,000 revenue per year.

A. Estimate if averaged over all 60 businesses: \$250 annually per property or business.

B. Estimate if pro rata assessment Maybe maximum \$1,000 and minimum \$100 annually

Estimate of Square Footage of business properties: 82,000 square feet

Estimate of Assessed Value of business properties: \$4,700,000

SMSPPotentialRevenueFromEID

As a 501 © (3) organization focused on Main Street development, SMS brings collaborative opportunity to Old Town and Sherwood as a whole.

In these early days, SMS has already had a positive impact as a collaborator, troubleshooting and supporting organization. Some of the more visible successes have been related to coordinating with local businesses during construction, supporting the Historical Society in its continued fundraising development, working with the Chamber on various events and its work with First Friday, and other community activities. Additionally, it has been a key connector during Old Town construction.

In addition, to the “on-the-ground” type activities, SMS can also bring access to various types of financial and volunteer support the City wouldn’t normally be able to access. This support includes additional sources of funding for community activities and projects and access to volunteer expertise that wouldn’t normally be readily in view.

Some examples would include:

- WCVA grant. In partnership with the City, SMS plans to apply for a grant (40-60K) to cover the completion of the Sherwood brand project and way finding signage.
- Our Town Grant – In partnership with the strategic committee developing the programming of the Community Center, SMS can apply for a matching grant of up to \$200K toward arts and other programs associated with the Center or other collaborative community projects.
- Individual & corporate giving opportunities – in collaboration with experienced volunteers, SMS can assist with building fundraising proposals for individuals and companies to make gifts and/or sponsorships to support art, community programs or centers through major initiatives and naming opportunities. As a nonprofit 501 ©(3) organization, gifts made can be tax deductible.
- Collaborative coordination – SMS can serve as a coordinating center for:
 - other nonprofits throughout the community to come together to build collaborative approaches for funding, community marketing and outreach, which can improve efficiencies for all and increase potential sources of funding too.
 - Local businesses as the work to update facades, create tourism opportunities and raise awareness about Old Town, etc.
- Volunteer engagement – more than 2000 hours of volunteer time given so far!

My perspective:

As a newly returning community member (having grown up in Sherwood and now returning after 20 years away), I’m impressed with the progress, forward thinking and huge potential in the continued redevelopment of Old Town.

Having lived in several communities where the Old Town revitalization has been a priority, I see the potential present in Sherwood. When our local businesses flourish, it encourages foot traffic, tourism and investment, which in turn builds our community as a whole. I’m excited about the impact SMS can have and the important role it will continue to play as the community grows.



**Sherwood Main Street
POSSIBLE GRANT OPPORTUNITIES**

Cultural Arts Commission: Cultural Tourism Grant – Up to \$10,000

Partnerships - Sherwood Historical Society & Sherwood Foundation for the Art or
Voices for the Performing Arts and the City of Sherwood.

Oregon Humanities Grants – Up to \$10,000

Partnerships – City of Sherwood and other community groups

Washington County Visitors Association - Requesting \$60,000

Partnerships - City of Sherwood & Chamber of Commerce

Travel Oregon:

Partnerships – City of Sherwood, Chamber of Commerce and Old Town
Businesses

National Endowment for the Arts – Our Town - \$25,000-\$200,000

Participation in Sherwood Main Street Related Activities

Funding Support

AOM Oriental Health
A+ Insurance
Adams & Stewart, CPA's, LLC
Attrell's Funeral Chapel
Black Bird Coffee
Bob Silverforb
Bridges Financial & Realty Group
Canine Design
Capstone Partners, LLC
City of Sherwood
Clancy's
Corleone's Café
Larry's Barbershop
Franklin Beedle & Assoc
Infinity Property Management
It's All Arranged
Jansen Chiropractic Clinic
John Estrem
Kensington Management, Inc.
Kumon Learning Center
Lavender Tea House
Lee Weislogel
Mark Cottle, PC
Odge Podge
Omni Salon & Day Spa
Quick Bookkeeping, Inc.
Railroad Street Antique Mall
Rainbow Market
Sentinel Self Storage
Sesame Donuts
Sherwood Chamber of Commerce
Sherwood Old Town Dental
Sherwood Saturday Market
Sherwood Tax & Accounting
The Painted Plate

Halloween Hill Climb

Adams Screenprint
Bittner Dentistry
doTERRA
Escape to Yoga
Fat Milo's Family Kitchen
Gardner Team Real Estate
Hungry Raccoon
Jsaon Seibel Mortgage Lending
Keith Mays for Mayor
Les Schwab
Massage Envy
McCabe Real Estate
Montgomery Promotions
MUSA Martial Arts
Nature's Pet
Pacific Family Dental
Prana Holistic Wellness
Pride Disposal
Ray's Old Town Produce
Sesame Donuts
Starbucks
SweetStory
The Springs at Sherwood

Trick-or-Treat Old Town

Attrell's Funeral Home
Balck Bird Coffee
Bella Via
Bishops Manor
Bumble Bee Preschool
Clancy's
Corleone's Café
Ecelectic Energies
Escape to Yoga
Fat Milo's Family Kitchen
Friends of the Library
Hungry Raccoon
Infinity Property Management
It's All Arranged
Just Teasin' Hair Salon
Larry's Barbershop
Odge Podge
Project Space
Railroad Street Antique Mall
Rainbow Market
Ray's Old Town Produce
Sesame Donuts
Sherwood Chamber of Commerce
Sherwood Old Town Dental
Sherwood Public Library
SweetStory
Symposium Coffee
The American Legion
The Painted Plate
True Wholesale Houses
US Bank

Cruisin' Map

AOM Oriental Health
Bella Via
Clancy's
Corleone's Café
Escape to Yoga
Fat Milo's Family Kitchen
Larry's Barbershop
Let's Make Music & Dance
Masonic Lodge
Mosaic Arts Loft
Odge Podge
Railroad Street Antique Mall
Ray's Produce
Sherwood Chamber of Commerce
Sherwood Public Library
SweetStory
Symposium Coffee
The Painted Plate

First Friday

AOM Oriental Health
Bella Via
Bishops Manor
Bumble Bee Preschool
Clancy's
Corleone's Café
Escape to Yoga
Fat Milo's Family Kitchen
Friends of the Library
Hungry Raccoon
It's All Arranged
Let's Make Music & Dance
Mosaic Arts Loft
Odge Podge
Project Space
Railroad Street Antique Mall
Savvy Hair Salon
Sesame Donuts
Sherwood Chamber of Commerce
Sherwood Old Town Dental
SweetStory
Symposium Coffee
The American Legion
The Painted Plate
Voices for the Performing Arts
Various local artists, wineries
and performers

Streetscape Meetings

Bank of Oswego
Capstone Partners LLC
Clancy's
Coreleone's Café
Escape to Yoga
Fat Milo's Family Kitchen
Hungry Raccoon
It's All Arranged
Maonic Lodge
Odge Podge
Pankhard Building
Railroad Street Antique Mall
Rebekah Hall
Sherwood Foundation for the Arts
Sherwood Historical Society

December 2012 Gazette Ad

Attrell's Funeral Home
Clancy's
Corleone's Café
Danial Taylor, American Family
Escape to Yoga
Fat Milo's Family Kitchen
Larry's Barbershop
Let's Make Music & Dance
Mosaic Arts Loft
Sherwood Old Town Dental
The Painted Plate
US Bank

Robin Hood Festival**Scavenger Hunt**

Corleone's Café
Just Teasin' Hair Salon
Larry's Barbershop
Railroad Antique Mall
Ray's Produce
Sherwood Public Library
Symposium Coffee
The Painted Plate
US Bank

Decorative Exterior Lighting

Rail Road Antique Mall
The Painted Plate
US Bank
And a few others

Support Letters

AOM Oriental Medicine, Aram Levendosky
Bella Via, Nicole Foland
Capstone Partners, LLC, Jeff Sackett
City of Albany, Mayor Sharon Konopa
City of Canby, Economic Development Director Renate Mengelberg
City of Coos Bay, City Manager Rodger Craddock
City of Estacada, Councilor Sean Drinkwine
City of Sherwood
Clancy's, Allen Bower
Escape to Yoga, Annette de Paz
Friends of the Senior Center, Sue King
Kazuri Studios, Darci VandenHoek
Pankhard Building, John Estrem
Sherwood Historical Society, June Reynolds
Sherwood Main Street Volunteer, Mary Bower
Sherwood School District, Superintendent Heather Cordie
Tim Morgan
Tualatin Wildlife Refuge, Cheryl Turoczy
Western Heritage Public Relations, Jim Haynes
YMCA, Renee Brouse

Cruisin' Menu of Old Town

Black Bird Coffee
Bella Via
Clancy's
Corleone's Café
Fat Milo's Family Kitchen
Masonic Lodge
Ray's Produce
Sesame Donuts
Sherwood Heritage Center
SweetStory
Symposium Coffee
The American Legion

Cruisin' Sherwood Poker Run

Clancy's
Corleone's Café
Escape to Yoga
Fat Milo's Family Kitchen
Ode Podge
Railroad Street Antique Mall
Ray's Produce
The Painted Plate
US Bank

Old Town Branding

28 local community members
& businesses

Pix on the Plaza

Blume Plume Studio
Capstone Partners, LLC
Happy Days Barbershop Quartet
Hungry Raccoon
Les Schwabe
Magician Gregg Jacot
McCabe Real Estate
Mosaic Arts Loft
Mudpuddle's Toys
SweetStory
The City of Sherwood
Yo-Yo University

Bingo

Clancy's
Corleone's Café
Hungry Raccoon
Symposium
The American Legion

Youth on Main Street

AOM Oriental Health

In-Kind Support

All of the above via
gift certificates,
items for prizes
volunteer time, etc.

Approved Minutes

SHERWOOD URBAN RENEWAL AGENCY BOARD OF DIRECTORS
MEETING MINUTES
Tuesday, March 19, 2013
22560 SW Pine Street, Sherwood, Oregon 97140

URA BOARD WORK SESSION

1. **CALL TO ORDER:** Chair Bill Middleton called the meeting to order at 8:00 pm.
2. **BOARD PRESENT:** Chair Bill Middleton, Linda Henderson, Dave Grant, Robyn Folsom, Matt Langer and Krisanna Clark. Bill Butterfield was absent.
3. **STAFF PRESENT:** Assistant City Manager Tom Pessemier, Community Services Director Kristen Switzer, Finance Director Craig Gibons, Police Chief Jeff Groth, Administrative Assistant Colleen Resch and Agency Recorder Sylvia Murphy.
4. **OTHERS PRESENTS:** Lee Weislogel, Angi Ford and Bill Montgomery with Sherwood Main Street.
5. **TOPICS:**

- A. **Sherwood Main Street (SMS) Program:** Lee Weislogel presented information to the Board and provided a handout (see record, Exhibit A). Lee introduced SMS Vice President Bill Montgomery and Angi Ford SMS part time Coordinator. Lee recapped the history of SMS and briefed on the mission of SMS. Lee commented regarding the SMS Branding efforts, named a few of several who played a part in establishing this and said half of this effort was funded by a private developer, while the other half was funded by the City. He said this Branding project is something SMS is still working on and is on SURPAC's list of projects as well.

Lee explained the partnership between the City, Sherwood Chamber of Commerce and Sherwood Main Street. He stated they have a partnership and connection to the Sherwood Historical Society and informed the Board that the Historical Society has invited SMS to move into their building at the Morback House. Lee mentioned a \$13,000 grant they have been working on, a no compete grant, that they hope to have early next year. Lee said the City has been involved in working on this grant at the Planning Commission level and has been doing things to get this grant to SMS. Lee commented regarding the Old Town Construction meetings and said these are going well and commended City staff for working with businesses.

Bill Montgomery provided information on his professional background and commented regarding the developing relationship between SMS and the Chamber and intertwined membership. Bill briefed the Board on relationship issues and explained they conducted meetings to resolve issues and have now moved past these issues.

He referenced the exhibit and explained Financial Projections and commented regarding a \$70,000 commitment from the City over a five year period. He briefed on fundraising events and provided information on potential grant opportunities as they are a 501c3. He stated grant

opportunities were potentially with the Chamber, the City and the Historical Society. He stated things that would be related to benefiting old town, grant funding for branding and signage, would not be available for operating revenue.

Bill referenced the exhibit and spoke of establishing an Economic Improvement District (EID). He said this EID is established through a City Ordinance and involves several steps and takes about 1 year to establish. He stated there is also a Business Improvement District that is different from an EID. He stated these funds are not for capital improvements, but for personnel, landscape, promotions and recruitments. He referenced Business Entities in Old Town and recapped the handout. He commented regarding what SMS has accomplished within the last year and commented regarding the newer businesses that have opened in old town and named; Sweet Story, Hungry Raccoon, Escape to Yoga, Bank of Oswego and Symposium Coffee. He stated that SMS has created a buzz that may be the reason for the opening of these new businesses.

Lee spoke of grant writing opportunities and commented regarding Jennifer Fagerstrom a grant writer and recapped the document in the handout. Lee referenced the Paver Program and getting this moving forward as a means of generating funds.

Angi Ford spoke of community support and referenced the handout of SMS Related Activities and recapped the events and activities. Angi explained SMS has in total, support from 80 plus businesses and sponsors, then she explained letters of support from other Main Street city's, city's that receive funding from their local City. Angi stated SMS has had 70 interested inquiries for the Paver Program, stated they have had over 60 volunteers, volunteering over 2000 volunteer hours. Angi stated these numbers are for one and a half years into their funding since October.

Angi briefed on their partnerships with the Chamber, Historical Society, Cultural Arts Commission, Economic Development with the City's Planning Department, the State Main Street Coordinator, State of Oregon Cultural Department and said they are working on a new partnership with the Tualatin National Wildlife Refuge.

Lee stated SMS is seeking support from the URA Board and said they have learned a lot and have grown a lot and have developed partnerships in support of urban renewal. He commented regarding URA property assets and offering of SMS services moving forward. He referenced the funding that is noted on SURPAC's list for Branding and SMS of \$100,000 for each and said they are not asking for these amounts but their survival is at stake. Lee offered to answer Board questions.

Matt Langer asked if SMS had done any polling with reference to Economic Improvement District (EID). Mr. Montgomery replied not really and said they were exploring the concept and explained if the businesses affected by the EID don't believe they will benefit from it, they won't approve it. He said it only takes 1/3 of the property owners or business owns to turn it down. Mr. Montgomery explained the process of a hearing and approval and explained the timeline needed to move forward with a survey.

Robyn Folsom confirmed the financial support provided by the URA over a two year period being \$45,000 and said we are committed to an additional \$9000. She asked regarding economic development as something SMS has been doing and asked if this was in a recruitment process and asked if the national and state organizations help in this process, are they regional partners to make people aware that there are places to open a small to medium size business in old town? Is this the type of support the state and national Main Street provide? Mr. Montgomery replied the state provides support in reference to how other communities have done something. He said part of the role of the Economic Restructuring Committee, which he is a part of, is to help get new businesses into vacant locations in old town.

Ms. Folsom asked regarding Branding and when this was done. Angi replied, September 2011 and said this was the first step. Ms. Folsom asked if it was anticipated that it would sit for this long and was there an intermediate phase to go to the next step. Angi replied it was not anticipated to sit this long and they struggled with moving forward due to funding. Angi commented regarding grant funding and reapplying for a grant they wrote last year. Ms. Folsom asked how much the branding cost in the first steps of the process. Angi replied \$14,000-\$15,000 in total that was partnered with Capstone. Ms. Folsom commented regarding Way Findings done in prior years and compared this to branding. She asked if the \$13,000 grant with the Historical Society had been received, Lee replied no and said the City has some things they need to do to get the house in order to allow this to be part of the package going to the state.

Mr. Montgomery commented regarding the timing of their 501c3 creation and not being able to apply for grants prior to the formation of the 501c3.

Angi explained grant writing has struggled as they did not receive their 501c3 status until September of 2011 and said most grants ask that the status be in place a minimum of 2 years. Angi informed the Board through training SMS has received, they were notified of a CLGC (Certified Local Government) designation and said this is something that goes through at the City level and they have a state representative speaking with planning staff. She said it appears that nearly everything that is needed is in place to receive this designation with the exception of code and this is currently being worked on through code cleanup. Angi explained what CLGC is and said it's primarily in regards to historic preservation.

Ms. Folsom asked for information on the issues SMS had with the Chamber, Mr. Montgomery explained there was competition for volunteers and a lack of understanding for what SMS and the Chamber was trying to do. He stated part of the solution to this issue is having three SMS people as ambassadors to the Chamber.

Ms. Folsom asked if SMS feels the two organizations are duplicating efforts. Mr. Montgomery replied the Chamber's focus is not on old town, it's on the entire city and said they have challenges with getting businesses to Sherwood and becoming members. He said their focus is old town and if they become a subset of the Chamber their 501c3 status goes away.

Angi added hardships stemmed from lack of communication between her and Nancy at the Chamber and this has since cleared up. She stated the only place they overlap is economic

development and said their other focuses are building their own organization, design, aesthetic pieces of old town and promoting old town businesses and events, which overlap a little bit for Chamber members, but not all of old town. Angi said SMS is working on historic preservation and this is something that the Chamber does not do. Mr. Montgomery commented regarding being a dues membership and SMS not collecting dues and this being questioned by businesses as to why should they join the Chamber and pay dues if SMS doesn't require dues.

Ms. Folsom commented regarding activities and promotions of SMS to get people to old town and asked how SMS was making money to fund their organization, are they spending time doing little fundraisers and not big ones. Lee replied they tried to have many things going to fund and support themselves and commented regarding other programs receiving city funding and gave the example of the City of Canby hiring a full time Main Street Manager and said ongoing support is being provided by cities and this is why they are here tonight. Lee referenced the handout, an excel spreadsheet, and stated they are looking at grants and activities that don't compete with the Chamber and referred to the Cruis'in event. Lee commented SMS wants to be in partnership with all City boards and commissions and anyone else that wants to partner. Lee stated they may have overextended themselves in trying to do too much and are focusing on a handful of things and commented regarding SMS trying to get people involved in old town.

Ms. Folsom commented regarding Lee's tenure working with SMS and recalling the amount of money originally allocated to SMS and thinking it was a lot of money back then. She stated she has been looking at the URA numbers for a long time and the budget was very tight. Lee stated the request was over a 5 year period.

Mr. Montgomery commented that they hope to eventually be self-sustaining. Angi added that they are looking at partnering with the City on grants, branding and signage in regards to old town, which is currently a \$100,000 line item on the URA budget. She stated there is a grant that's up to \$200,000 that can be utilized towards the Community Center and there are many grant writing opportunities they can support to offset the budget.

Matt Langer referenced the handout and asked for clarification on why the Chamber Poker event and Cruis'in event were on the list of activities. Angi clarified and explained the role of SMS for these two activities.

Tom Pessemier stated the funding for SMS was \$45,000 for two years, from March 2011 to March 2013 and those funds are now up. He stated one commitment the Council made to move to the transforming stage, was to fund a position at 20% for an additional year, which would run March 2013 to March 2014 at the current rate of what Angi is earning. Tom stated this is about \$9000. He said the URA Board held a work session and identified the money, and as it was a work session, no decisions were made and no funds were directed in any way. He commented regarding funding running out and asked SMS to speak of what would occur if funding was not available.

Mr. Montgomery replied they have enough funds to cover salary through mid-May. He said if funding is not received it would be supported totally by volunteers. Lee added that they would

need to notify the state Main Street Coordinator to see if they are allowed to stay at the Transforming Level.

Linda Henderson asked if the May figure includes the 20% funding or not. Angi explained and stated she did not know exactly and would need to confirm with their treasurer.

Linda confirmed we still have a 20% funding obligation to SMS, Tom Pessemier replied this was correct and said we made a commitment to the state in the form of a resolution and a contract was signed by the City Manager to make sure there was someone spending at least 20% of their time supporting the Main Street Program through March 2014.

Linda asked when that payment would take place. Tom replied the question is does it become part of SMS or City staff or the volunteer program, it's unanswered as to how that would be done, but is a commitment to make sure Main Street has a 20% commitment through that time, where the money goes or how it's distributed is in question. Tom confirmed the 20% was of a full time employee.

Linda asked regarding SMS being charged rent. Mr. Montgomery replied the Chamber provided the first two years rent-free and the agreement was after this time, the rent would be \$300 per month. He said this is in their budget and when they move to the Historical Society, rent will be paid to them and the figure has not been discussed.

Chair Middleton concluded and stated the Board doesn't make decisions in work session and will get back to SMS and said he wanted to get more information from staff. Chair Middleton thanked SMS.

B. Fiscal Year 2013-14 URA Property Options

The meeting agenda was previously amended at the request of staff and this business was not addressed by the Board.

C. Community Center Project Management Update

Assistant City Manager Tom Pessemier informed the Board the notice to proceed would be issued tomorrow and bids came back very well for the center, he reported on asbestos being discovered in the roof and this causing a delay and the receipt of competitive bids. He stated the low bidder has specialized equipment that should allow for an easier take down of the building. He said work on the building would occur the first week in April.

Recorders Note: Board member Clark left the meeting at 8:47pm.

Tom recapped a previous URA Board work session and discussion of forming a city project management team, consisting of himself, Bob Galati, Kristen Switzer, Bill Butterfield, Linda Henderson and Robyn Folsom. Tom stated the group met and discussed design-bid-build process in comparison to a design-build process and concluded if they did a design-bid-build they needed to work with Ankrom Moisan to do specific things and shortening up the

preliminary design portion. Tom stated he was comfortable with the information received from the community on this element and didn't see a need to spend a lot more time revisiting this.

Tom stated if they were going to move forward on a design-bid-build and after staff met with Ankrom Moisan, they addressed shortening the design schedule, lowering the cost and focus on allowing some design build portions of the project to do mechanical, electrical and plumbing.

Tom stated Ankrom met with the design team on March 8th and had a good discussion to make sure they addressed all the needs and the design team then met without Ankrom and as a result is providing this information to ensure the Board approves.

Tom explained the three issues discussed is limiting any potential design changes to the building and said the team agreed to focus on 5-6 different things; classrooms, back stage area, foyer size, dressing room size, co-location facility and circulation inside the building. Tom stated they recognized they are challenged for funds and said the cost estimate we have on a new building is only the features in the previous design effort, which is around \$4 million and the project management team feels they need to set a budget or goal to stay within the \$4 million. Tom stated this matches up with information provided at previous work sessions and information provided to SURPAC and matches up with URA numbers. Tom commented regarding looking at these areas and making trade-offs. He stated the changes are significant enough to do a design-bid-build and move forward with Ankrom Moisan. He said with a design-build we would lose control and not be able to consider the items discussed. He concluded with the three things: limiting design changes, limiting budget to \$4 million and coming back with a contract for Ankrom Moisan for design build.

Ms. Folsom commented regarding the facility being a priority and the need for classrooms and a steady stream of income and commented regarding income from the retail space. She spoke of the challenges of the flow of the building and opportunities to fix things and stated the building cost would be more than \$4 million.

Ms. Henderson commented regarding working with Ankrom Moisan and they knowing what we want, and spoke of signing an administration construction contract with Ankrom.

Ms. Folsom commented regarding working very hard to bring this project in and commented regarding grant writing opportunities

Ms. Henderson commented regarding a future trip to Washington DC and an opportunity to seek grant funding through the NEA, National Endowments for the Arts.

The URA Board conceded for staff to move forward and Tom explained the next steps as entering into a contract with Ankrom Moisan and legislation removing previously adopted legislation, specifically caps on the facility funding.

Discussion occurred regarding the public meeting process and changes in how this will now look.

Ms. Foslom commented regarding citizen involvement discussed at the Council Goals-Retreat and already spending months with their involvement and the Board not changing what they wanted, the Board is now trying to deliver it faster. Discussion occurred regarding public communications and a land use process needing to occur.

6. ADJOURN:

Chair Middleton adjourned the meeting at 9:03 pm.

Submitted by:



Sylvia Murphy, CMC, Agency Recorder



Bill Middleton, Chair