



**NEWBERG AFFORDABLE HOUSING  
EDUCATION/OUTREACH SUBCOMMITTEE**

**Wednesday, January 27, 2010**

**4 p.m. to 6 p.m.**

**Newberg City Hall**

**Permit Center Conference Room**

**414 E. First Street, Newberg, OR**

- I. Open meeting**
- II. Roll call**
- III. Subcommittee's tasks**
- IV. 2009 Housing Fair review**
- V. Housing maintenance, workforce skills development, and employer assistance**
- VI. Future meeting agendas**
- VII. Other business**
- VIII. Next meetings:**
  - Full Committee: Wednesday, February 10, 2010, at 7:00 pm in City Hall  
(Permit Center Conference Room)**
  - Subcommittee: Wednesday, March 10, 2010 at 4:00 pm in City Hall  
(Permit Center Conference Room)**
- IX. Adjourn**

- Attachments: 1. Education/Outreach Subcommittee tasks (from Newberg Affordable Housing Action Plan)**  
**2. 2009 Housing Fair background information**

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## **Education/Outreach Subcommittee Tasks From Newberg Affordable Housing Action Plan**

### **Action 2.3. Educate residents on housing maintenance.**

The best house maintenance is often done by the resident of the house. Unfortunately, so is the worst, usually due to a lack of know-how. Schools can contribute by teaching students basic carpentry and building skills. The Newberg Building inspectors could continue their programs of educating while inspecting. Hardware stores regularly hold classes in repair skills. Local building contractors could be asked to participate in a local “repair fair.”

**Responsible Parties:** Newberg Building Division, hardware stores, Portland Community College, Newberg High School, local building contractors, and the Housing Authority of Yamhill County.

### **Action 6.3: Expand Home Ownership and Counseling Program**

This program would help individuals/families make an informed decision about whether and when they are ready to purchase a home. It could help individuals/families learn how to:

- improve their credit scores so they can qualify for more attractively priced mortgage products
- understand how to spot and avoid predatory lending practices
- qualify for various down payment assistance programs

**Responsible parties:** Housing Authority of Yamhill County already holds an annual housing education as well as operates a housing resource center year-round. In cooperation with the Authority, local organizations interested in affordable housing, such as the City, CASA, Habitat for Humanity, lending institutions, etc. could work together (create a new, informal cooperative organization?) to inform Newberg citizens of these educational resources. These could also ensure that an educational housing fair is held in Newberg annually, or more frequently, if necessary. In addition, the Newberg School District could incorporate a financing for housing program (rentals and home ownership) within their curriculum.

### **Action 6.6: Leverage employer’s commitment to affordable homes and transportation for workers**

The high cost of housing can make it more difficult local employers to attract and retain qualified workers. A forum should be held with local employers to explore mechanisms in which their respective organizations can encourage the retention and development of affordable housing and transportation for their employees. For example, businesses could matching funds to employees for home down payments, both as work incentive and as a way to retain quality employees.

**Responsible parties:** City of Newberg, local businesses, affordable housing organizations

**Action 6.8: Support and expand transitional housing and group housing**

As its name implies, transitional housing provides a short term solution for those needing temporary shelter (e.g. abused spouses, homeless, released convicts, etc.). Group housing is more permanent housing for those who by need or choice live in groups, such as disabled persons. Such facilities can be publicly operated, privately operated, or can be partnerships. For example, Henderson House in McMinnville was created through the efforts of volunteers and donations. It receives some public assistance, such as a Community Development Block Grant for purchase and renovation of the home itself. But it also relies heavily on community and foundation gifts. Churches, non-profits, and volunteers could expand services such as these in Newberg. Another example might be that the City of Newberg Police Department could act as a service delivery agent by providing coupons (funded by private resources) to those they encounter needed housing services.

As a first step, a forum could be held by various non-profit organizations to seek mechanisms to strengthen and improve existing systems in place, and to explore possibilities for new services.

**Responsible parties:** City of Newberg, YCAP, Churches, various affordable housing organizations.

**Action 7.4: Promote development of workforce skills.** Improve coordination between employer worker needs and education/employment training organizations, including the future Portland Community College satellite campus in Newberg. A higher skilled workforce should lead to higher paying jobs that can afford good housing. A better trained workforce will also improve the chances to attract/expand/maintain good employers.

**Responsible parties:** Chehalem Valley Chamber of Commerce, Newberg School District, Portland Community College, local industries

**FREE**

**The road to a home**



**Housing Fair**

**Saturday, May 16, 2009**

10:00 am to 2:00 pm

Miller Gymnasium -Wheeler Sports Center  
George Fox University — Newberg

**Work one-on-one with professionals that can help you get into a home:**

Credit Counselors  
Property Managers  
Mortgage Brokers

Real Estate Brokers  
Non-Profit Organizations  
Savings and Financial Managers

*Activities for children*

*Door Prizes*

*Free Refreshments*

Contact:  
David Beam, 503-537-1213, City of Newberg

Hosted by Newberg's Affordable Housing Ad Hoc Committee  
Sponsored by The City of Newberg and George Fox University

**CITY OF NEWBERG  
HOUSING FAIR - 2009  
ACTION LIST**

Completed	Task	Prep Prior to Event	Accomplish Day of the Event	Responsible Party
☺	Assemble event organizational team			
☺	Set organizational meeting schedule. Review past meeting materials, especially debriefing.			
☺	Schedule/confirm date for fair			
☺	Set times – setup, event, breakdown			
☺	Reserve rooms/location			
☺	Compose vendor invitational letters			
☺	Compile vendor participants to invite and make mailing labels			
☺	Send out vendor invitational letters			
☺	Compile vendor responses to review and follow-up with those not responding			
☺	Arrange event advertising: GRAPHIC, email, postings, fliers, water bill, etc.			
☺	Event insurance – City Rider			
	Signage – determine what needed and where, design, and print. How to display and attach?	X		David/Tami/Denise
NA	Select from those wanting to participate based on allowable space and vendor type			
☺	Parking for participants			
	Parking and drop off/pickup are for vendors	X		Ian – chained area?
	Send second vendor letter & map to those vendors selected to participate in event	X		David/Tami
NA	Send second vendor letter to those who were NOT selected (if applicable) to participate but RSVP'd			
	Welcome table – prize, drawing slips, participant bags, drawing bowl, event information, vendor list, extra pens and paper, translation dictionary, final vendor list, table arrangements.	X		David/Tami
	Tables and chairs – welcome, vendors, resting area, children area. Numbers needed?	X		Ian – non-folding chairs for kids?

	Host arrangements – open and close building, restrooms, cleanup, location of electrical box, tables, chairs, sign boards, and contact information. Lisa Leslie, Director of Event Services at GFU, 503-554-2027, lleslie@georgefox.edu. Security 554-2090	X		Ian
	Arrangements for fair beverages and snacks	X		David/Tami
	Pickup refreshments, balloons for signage and setup snack table.	X		David
	Prepare meeting prep box – pens, paper, markers, tape (scotch, duct, strapping, shipping), cleaning supplies (paper towels, 409, broom and dust pan).	X		David/Tami
	Boom Box and music	X		David
	Arrange for translators	X		Keyla
😊	Arrange for children activities – CPRD (Lynne Patrick)			David
	Determine what, if any, decorations are wanted and make purchases - tablecloths	X		Tami
	Determine room configurations – vendor locations and needs	X		David/Tami
	Prepare vendor name tags	X		Tami
	Welcome table – setup and operate		X	Denise
	Set up tables, table cloths, vendor signs, decorations		X	Everyone
	Set up signs - sandwich boards – in strategic locations		X	David/Ian
	Child activity area – set up tables, chairs, area roped off.		X	Everyone
	Translators – coordinate during event		X	Keyla
	General help during event – re-supply snacks, cleanups, participant and vendor assistance		X	Everyone
	Door prize drawing & Record door prizes/winners		X	David
	Event teardown – schedule?			Everyone
	Thank you letters to vendors			David/Tami
	Debriefing			Everyone
	Set target date for next year's Fair			Everyone

**David Beam**

**From:** Tami Bergeron  
**Sent:** Tuesday, May 19, 2009 10:45 AM  
**Cc:** Barton Brierley; kalmazan@casaoeforegon.org; David Beam; 'Ian McLeod'; Denise Bacon; Karmen Bickel; Philip Smith; Lisa Leslie; Lynne Patrick (patricl@cprdnewberg.org)  
**Subject:** Newberg Housing Fair  
**On behalf of David Beam:**

Good morning everyone,

First, I would like to thank everyone for their work organizing and implementing the Newberg Housing Fair. From my perspective, I feel the Fair was a successful first effort to help provide information to our citizens looking for ways to achieve their housing goals. The one disappointment was that our Housing Fair didn't draw the large crowds of interested citizens as we had all hoped, despite our extensive publicity in the community. However, I was encouraged to hear many expressions of gratitude that the Fair had taken place and hopes that similar events will occur. As experienced vendors, I'm sure we realize that these events need to be repeated in order to raise awareness and subsequently increasing participation from citizens of the community.

Secondly, I would like to ask you to provide me with any feedback you may think that could help us make improvements to future Fairs. It was suggested that it may be better to have the Fair earlier in Spring when folks are beginning to think more about home buying, like March or April (at that time of the year, we would also be less likely to be competing with terrific weather like we had last Saturday). Another idea was perhaps the Fair could be held in conjunction with some other community event, creating mutually beneficial synergy (I haven't thought of a good match just yet.) Please take a few moments to think about how we could create a better Fair and send your comments by the end of this week. Your input is very important and I look forward to hearing from you.

Once again, a sincere thanks to all for your work on the Fair!

Regards,

David A. Beam, AICP  
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Economic Development Coordinator/Planner  
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**Tami Bergeron**  
**City of Newberg**

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## 2009 Housing Fair – Vendor Feedback

**From:** Mike Corey [mailto:macor12003@yahoo.com]  
**Sent:** Tuesday, May 19, 2009 10:55 AM  
**To:** Tami Bergeron  
**Subject:** Re: Newberg Housing Fair

It would be better in March or April. We were also disappointed at the turnout. We felt it was more for Realtors or mortgage companies. It would be nice to attract prospective tenants to affordable housing. connecting it to another community event at the cultural center would be wonderful. Be sure to make a way for us to place our banner on a wall or cubicle. This is only beneficial for us if we have several available rentals.

Mike Corey  
Chehalem Property Management  
503554-0219

**From:** Susan Perez [mailto:sperez@99westrealty.net]  
**Sent:** Tuesday, May 19, 2009 12:49 PM  
**To:** Tami Bergeron  
**Subject:** Re: Newberg Housing Fair

David,  
We agree, the timing could have been better. That weather was impossible competition. Can't think of anything other than possibly a food fair of somekind to accompany the net go around. Great community service idea.  
Susan Perez,  
Co-Owner, Principal Broker  
99 West Realty.....

David,

Congratulations on a well run event. I was there in the morning for Habitat for Humanity. It was great to be able to meet with some families from the community that we might be able to work with in the future. One thing that might be helpful, is to get all the participants together beforehand (either a day or so before, or just an hour before we start) to introduce ourselves and talk about what we do. That way we could better refer people to other participants who may be valuable contacts. Thanks for asking for feedback and congratulations again.

Best regards,

Bill

## David Beam

**From:** David Beam  
**Sent:** Thursday, May 28, 2009 2:36 PM  
**To:** Barton Brierley; Denise Bacon; Ian McLeod (ianm@willcutscompany.com); 'Keyla Almazan'; Megan Ramos; Phil Smith; Tami Bergeron  
**Subject:** Housing Fair Debriefing

Good afternoon,

Thanks to those who joined our Housing Fair debriefing today. The following is a summary of the comments/suggestions made at the meeting.

- Look at Edwards Elementary as the event site for next year. Better location for target clients. Denise Bacon will look into this.
- Try to hold event earlier in Spring: March or early April.
- Try to broaden appeal of the event: (1) Advertise more clearly that the event is for both renters as well as homeownership; (2) possibly add clothing/toy exchange; and, (3) add social service vendors like FISH, Love INC, etc.
- Prepare a written and/or verbal introduction to what is available at the event to provide to participants at the welcome table.
- Secure more property management vendors for renters.
- If event held at Edwards Elementary, we will likely need more Spanish translators.
- In the future, we may want to charge a small vendor space fee, but not yet. Only when event becomes more successful. Suggestion was to use these funds to hold a prize drawing every hour. Will provide more interest to the event throughout the entire event time period.
- Put participating vendor names on the advertising fliers (except maybe fliers for schools, which may not want this). Give vendors free advertising. To do this, we will need to get vendors committed to the event earlier than we did this year.
- In vendor registration form, tell them that any signage of their company that they would like to use at their table will need to be attached to the front of the table or their own free standing sign. No hanging signage on walls of facilities.
- We should hold our first organizational meeting for next year's event around November 2009. Then move to monthly meetings, then to weekly meetings just before the event.

Again, thanks to everyone for making this year's event successful!

David A. Beam, AICP  
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