NEWBERG DOWNTOWN REVITALIZATION COMMITTEE AGENDA

July 21, 2010
7 p.m. Regular Meeting
Newberg Public Safety Building
401 E. Third Street, Newberg, OR

I. OPEN MEETING

II. REGULAR MEETING: ROLL CALL

III. MEETING MINUTES APPROVAL – June 16, 2010

IV. COMMUNICATIONS FROM THE FLOOR (5 minute maximum per person)
- For items not listed on the agenda

V. PROJECT UPDATES
- Breezeway Improvement
- Street signage
- Newberg Downtown Coalition
- Planning process for former Butler property

VI. OTHER BUSINESS
- Potential grants

VII. NEXT REGULAR MEETING – August 18, 2010

VIII. ADJOURN

Attachments: Meeting Minutes for June 16, 2010

ACCOMMODATION OF PHYSICAL IMPAIRMENTS:
In order to accommodate persons with physical impairments, please notify the City Recorder's office of any special physical accommodations you may need as far in advance of the meeting as possible and no later than 48 hours prior to the meeting. To request these arrangements, please contact the city recorder, at (503) 537-1283. For TTY service please call (503) 554-7793.

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(NDRC) NEWBERG DOWNTOWN REVITALIZATION COMMITTEE
MEETING MINUTES
June 16, 2010
7 p.m. Regular Meeting
Newberg Public Safety Building
401 E. Third Street, Newberg, OR

To be approved at the July 21, 2010, NDRC Meeting

I. OPEN MEETING:

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

II. ROLL CALL:

Members Present:

Rob Felton, Chair
Steven Clay, Vice Chair
Matt Johnson
Gail Watson
Corey Zielsdorf

Members Absent:

John Bridges (excused)
Allen Herriges (excused)

Others Present:

Andrew Launder, Newberg High School Graduate 2010
Mike Sturdevant, previous NDRC member
Jeanne Ochsner, citizen

Staff Present:

Barton Brierley, Building & Planning Director
Dawn Karen Bevill, Recording Secretary

III. MEETING MINUTES:

Motion #1: Watson/Johnson moved to approve the minutes of the May 19, 2010 Newberg Downtown Revitalization Committee meeting as amended. (5Yes/ 0 No / 2 Absent [Bridges, Herriges]).

IV. COMMUNICATIONS FROM THE FLOOR:

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

V. PROJECT UPDATES:

HESS CREEK FENCING

Barton Brierley stated the City is still awaiting ODOT's approval of the project. George Fox University will be adding in more bark dust to the area. Mr. Brierley will speak with the Public Works Department regarding adding low ground cover plants. Overall, the project is complete.

DEMONSTRATION BLOCK

The demonstration block is now finished and the plaques are in place. When the trees were installed, they looked stressed but now are taking hold and looking better. The Public Works Department will be keeping the trees watered. Steven Clay stated it is difficult to keep the bark chips inside the curb and out of the street. He spoke with a landscaper friend of his who stated a border will help keep the chips in place. Matt Johnson noticed kids playing in it or riding bikes along the edge. Barton will look into it but is concerned a border could possibly be a tripping hazard. Matt suggested taking out some of the dirt in order to level the bark dust with the sidewalk.

BREEZEWAY IMPROVEMENT

Barton Brierley spoke with the Francis family who confirmed they do not want public or City assistance in improving the breezeway or granting of an easement. They are interested in fixing it up and are ready to hire someone to make it more suitable. They are open to hear any suggestions from the NDRC on suggested recommendations. Mr. Brierley asked if the committee would want staff to organize a meeting with them to chat about ideas and concepts. Chair Felton stated Mike Ragsdale and Loni Parrish are interested in the project as well as the Newberg Downtown Coalition Design Committee. Gail Watson thought Mr. Francis did not want the doors open when the music store was not open. Corey Zielsdorf believes that is due to insurance purposes. If that is the case, the City could supply insurance but not an easement for access after hours. Matt Johnson said he could close the breezeway up when his store closes at 8 p.m. Corey Zielsdorf stated it would be nice to have some historic photos on the walls for people to view as they walk through. Chair Felton stated the Newberg Downtown Coalition is talking about doing that.

NEWBERG DOWNTOWN COALITION

Chair Felton stated the clean-up day went well. Steven Clay also participated and performed power washing on sidewalk areas. About 25 volunteers pulled weeds and picked up trash. Coffee Cat provided donuts and coffee for volunteers. The banner that the NDRC saw last month was approved by the City Council and will be purchased by George Fox University; replacing the banner that now exists. Public Works will put up the new one in the fall. Twenty vendors participated in the farmers' market. The income generated is funding the operational costs at his time. Chair Felton showed a preview of the logo for the Newberg Downtown Coalition (NDC) and stated the coalition has a new website – newbergdowntown.org.

The NDC is working with George Edmundson on a Historic Downtown Walking Tour. Mr. Edmonson is a former Editor of the OSU Alumni Magazine and is a Historian who has identified historic buildings downtown. Funding will be put together for historic plaques and signs to tell the stories of the buildings. Gail Watson stated a coupon book for George Fox University freshman is being compiled highlighting downtown events and vendors. The Promotions Committee wants a business-wide merchant promotional campaign for the fall sale; businesses promoting in unity.

VI. OTHER BUSINESS:

Potential tourism grant:

Chair Felton has been thinking about projects George Fox University could match funds for but has found it fairly limited and is open to ideas. Corey Zielsdorf talked to David Beam a few weeks ago regarding funding for the NDRC next year and asked if it would be possible to allocate funds for grant writing to support public efforts like finding grant money for tourism and downtown projects through the American Reinvestment Act, as an example. Maybe that would help legitimize the group more from the funding standpoint. Chair Felton asked if that would be in addition to what Mr. Beam already does since that is already part of his job. The banners are because of David's research; funding by grant research for growth and George Fox University matched the money. Corey Zielsdorf stated he would like to see funding research as more of a standard protocol when potential projects arise. Chair Felton stated the NDC needs to move rapidly to submit their application for the Oregon Tourism Commission Matching Grants Program by August 6, 2010, especially to get on the agenda to get money designated for approval.

A Local Familiarization Tour may be a possibility from The Allison to see downtown Newberg. Steven Clay stated Memorial Day there were exchange students, sponsored by the Chamber of Commerce, from Norway who also toured The Allison. Corey Zielsdorf asked if the plaques could tie in with street signage for downtown.

Chair Felton talked with Public Works about street signage and it is complicated. There is a new rule that the entire sign must be replaced; cannot add a sign to the top of an existing one. Barton Brierley explained the entire state highway issue is very complicated and reflective sign material is now required. Chair Felton asked if he had any idea what it costs for a typical sign. Mr. Brierley stated staff would find out and report back to the committee. Corey asked about the ODOT requirements – specific colors, etc. Barton replied on the highway itself you have to meet ODOT standards. Off the highway they have to be a certain size and meet reflectivity standards. First and Hancock Streets depict State standards. Matt Johnson asked if the City maintains the current signs. Barton replied ODOT does on the highway and the City does everything else. The City of Newberg has a sign shop and crew. Chair Felton asked if the committee were to find a certain color allowed, could they go through that sign shop in creating districts in Newberg. Barton replied creating signs is not an issue, but paying for them and putting them up are an issue. Barton will check into it.

Planning process for former Butler property:

Barton Brierley stated the property is located across from City Hall and gave a history of the property. Butler Chevrolet, which was previously located on the site, was a contaminated site. When they moved

off the site, the owner offered it to the City for $1 if the City would invest in cleaning it up. The City used grant funds to clean up contamination and now it is owned by the City. One condition of the grant is using it for eligible activities after the clean up such as low-income housing. The City held a public event 2 – 3 years ago, asking for input as to what that site could be. The public thought the Pioneer Square concept was the best idea. The recommendation was some kind of ground floor retail with upstairs residential. The NDRC recommendation was to not have it be government offices. The proposition went before the City Council at that time. To date, they have not done anything officially regarding the plans for that property. Dan Danicic, City Manager, asked Barton to start thinking about what to do with the property and the process of getting it done. One conversation was with Dennis Russell of Friendsview Manor who took some interest in the property and the possibility of doing the ground floor retail and residential upstairs. Dennis has been envisioning it and planning, unofficially.

Steven Clay had discussed this with a friend who works in the EPA who stated there is federal money possibly available to fund that property. Mr. Clay gave some materials regarding this to Barton. Corey suggested the property could be used as a revenue source to generate money for downtown revitalization.

Matt Johnson asked if the City manages commercial properties. Barton replied no, but it is not uncommon in other cities. When City Hall was first built, the upstairs was rented out. Chair Felton has heard suggestions for a mid-range motel for Newberg but a downside is lack of parking. Steven Clay suggested a small version of a whole foods market. Corey Zielsdorf envisions it being able to subsidize low-cost space on the fist level, year round farm market for fresh produce, art, etc. in a subsidized space using profits from one part of the project to subsidize the other, but would have to be a reduced leasing to make it successful. Hazelnuts and wines, berry crops, etc. could be sold and history of Newberg could be displayed, as well. Steven Clay stated there may be grant money available for a project like that. Chair Felton stated Mike Ragsdale would sign on for that too. Corey stated it is about bringing people downtown and showing Newberg cares about the local farmers. Chair Felton will talk to Mike Ragsdale about this and asked Corey to find specific examples, showing it is economically viable, which would help for obtaining support. Many would rally behind that idea. Matt Johnson suggested gathering input from farmers who would be interested, too. Gail Watson stated people buying organics is a growing concept. Chair Felton stated another upscale restaurant would be feasible for the property, as well. Barton Brierley stated staff would have an outline of a process at the next meeting.

VII. Adjourn:

The meeting adjourned at 8:19 PM.

Passed by the NDRC Committee of the City of Newberg on this **21st** day of **July, 2010**.

AYES: **NO:** **ABSTAIN:** **ABSENT:**

NDRC Recording Secretary Signature

Committee Chair