

**(NDRC) NEWBERG DOWNTOWN REVITALIZATION COMMITTEE  
MEETING MINUTES  
October 20, 2010  
7 p.m. Regular Meeting  
Newberg Public Safety Building  
401 E. Third Street, Newberg, OR**

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

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**I. OPEN MEETING:**

**Vice-Chair Steven Clay** called the meeting to order at 7:06 PM

**II. ROLL CALL:**

**Members Present:**

|                         |                                  |              |
|-------------------------|----------------------------------|--------------|
| Steven Clay, Vice Chair | Matt Johnson (arrived 7:12 p.m.) | John Bridges |
| Gail Watson             | Allen Herriges                   |              |

**Members Absent:**

|                             |                             |
|-----------------------------|-----------------------------|
| Rob Felton, Chair (excused) | Corey Zielsdorf (unexcused) |
|-----------------------------|-----------------------------|

**Staff Present:**

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

**III. MEETING MINUTES:**

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| <b>Motion #1: Clay/Watson</b> moved to approve the minutes of the August 18, 2010 Newberg Downtown Revitalization Committee meeting. (5 Yes/ 0 No / 1 Abstain [Herriges]/ 1 Absent [Felton, Zielsdorf]). |
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**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:**

### **BREEZEWAY IMPROVEMENT**

David Beam reviewed the September 9, 2010 Newberg Downtown Breezeway meeting summary in the packet. The meeting was advisory in nature and intended to generate improvement ideas for Mr. Francis to consider. Terry Mahr, City Attorney will look at different easement options and will prepare a memo to send to Mr. Francis for his consideration as well as his associates. During the meeting, Mr. Francis stated the he intends to change the doors, paint the inside, and fix the stucco in the near future. A few weeks after the meeting, Mike Ragsdale suggested wrought iron gates instead of doors. Mr. Beam forwarded that idea on to Mr. Francis. One suggested improvement included making the glass cases more attractive and interesting with non-valuable items; perhaps pictures of historical Newberg. Mr. Felton will try to coordinate with George Fox to get that done.

### **STREET SIGNAGE**

David Beam referred to the memo and emails to and from Russ Thomas, Public Works Department that is located in the official meeting packet. The estimate to place one sign topper at most of the intersections in the C-3 would be about \$4,000. The additional cost to update and change all of the street signs in the downtown core area to the thicker sign material would be an additional \$1,000. Steven Clay asked if there were separate areas downtown; sub-sections of significance. David Beam replied there is no official designation, but it could still be called the historic downtown. Matt Johnson asked what the next step is. David Beam replied that they probably need to develop a draft final design and then seek funding and approval from City Council. John Bridges suggested having a central concept, choose a color, and then ask the company to develop a design with a couple of mock ups. The NDRC will look at the designs and then recommend one to City Council. John said using the City logo would be difficult to illustrate. They should use the phrase "historic downtown" instead of historic district. David Beam will ask the company for examples, with a focus on simple designs.

### **NEWBERG DOWNTOWN COALITION**

As for the Project for Public Spaces effort, Allen Herriges stated the project consultants will be at the Public Safety Building tomorrow night, October 21, 2010 from 6 -8 p.m. to present the findings from their visit a month ago.

Gail Watson stated the Promotions Committee for the NDC have a haunted house planned in the old Frugal Fox space. They are also working on the Christmas Tree Lighting event, the Thursday after Thanksgiving. They are planning to have booths where merchants can present their business and give out coupons, flyers, etc.

### **PLANNING PROCESS FOR FORMER BUTLER PROPERTY**

David Beam stated there is nothing to report at this time. He is waiting to hear from Rob Felton on what the NDC's response was to the NDRC's proposed development.

**VI. OTHER BUSINESS:**

David Beam stated Dan Danicic, City Manager will speak with City Council on November 1, 2010 and put forth a recommendation to dissolve the NDRC. The Newberg Downtown Coalition now has many people working behind it and a lot of momentum. The NDRC members are welcome to attend the City Council meeting regarding the recommendation and provide comments to them. John Bridges believes Mr. Danicic is taking a procedural misstep and would like him to speak to the NDRC before making that kind of management decision. He stated that he was offended that Mr. Danicic made that decision without seeking any input from this committee. He wonders whether some grants that are available to the NDRC (e.g. government grants) are also available to the NDC. Matt Johnson stated there may be different roles the NDC and NDRC plays and there should be a City presence in the shaping of downtown. David asked how many NDRC members serve on the NDC. Gail Watson is on the Promotions Committee; Rob Felton, Corey Zielsdorf, Allen Herriges are all on the NDC. Allen Herriges would like to have a discussion with Dan Danicic on the points John Bridges brought up before this goes before the City Council. David Beam will convey the comments of the NDRC to Dan Danicic. John Bridges stated further discussion is needed on whether there are complimentary roles the NDRC and the NDC play. He cannot see NDC reviewing the small business loan program and making recommendations to the City Council, which the NDRC could do. Gail Watson believes the NDC is not fully aware of the roll of the NDRC. There is limited awareness regarding what this committee has done or can do.

**VII. Adjourn:**

The meeting adjourned at 8:15 PM.

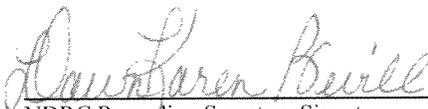
Passed by the NDRC Committee of the City of Newberg on this 15<sup>th</sup> day of **December 2010**.

**AYES:** 6

**NO:** 7

**ABSTAIN:** 1  
(Felton)

**ABSENT:** 0

  
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NDRC Recording Secretary Signature

  
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Committee Chair