



RESOLUTION No. 2012-3022

A RESOLUTION AUTHORIZING THE CITY OF NEWBERG TO PARTICIPATE AT OREGON MAIN STREET'S TRANSFORMING DOWNTOWN LEVEL

RECITALS:

1. Oregon Main Street has been established to assist cities and towns in developing a public/private effort to revitalize urban neighborhood and traditional central business district areas.
2. Oregon Main Street will accept new cities or towns to participate at the Transforming Downtown level and receive technical assistance from Oregon Main Street.
3. The City of Newberg desires to participate at the Transforming Downtown level. The Newberg Downtown Coalition is the local sponsoring entity with Oregon Main Street in partnership with the city.
4. The Newberg Downtown Coalition will be required to submit a resolution from their Board with the application stating it will fulfill these commitments. The city must also pass a resolution supporting the request for the application process to advance.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City of Newberg endorses the submission of an application of the Newberg Downtown Coalition and agrees to participate in the development and support of the local Transforming Downtown Program for the duration of its existence.
2. The City of Newberg endorses the goal of economic development of the designated downtown district within the context of the preservation and rehabilitation of its historic commercial buildings, recognizing that the Main Street Approach is one of many economic and community development tools utilized by a locale and that it is location specific.
3. The City of Newberg supports the establishment of a downtown program representative.

4. The City of Newberg recognizes a commitment to commercial district revitalization is an ongoing process requiring long-term attention, community support and involvement, and a full public/private partnership expected to last indefinitely.

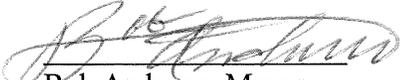
➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: November 20, 2012.

ADOPTED by the City Council of the City of Newberg, Oregon, this 19th day of November, 2012.



Norma I. Alley, MMC, City Recorder

ATTEST by the Mayor this 22nd day of November, 2012.



Bob Andrews, Mayor

*Oregon Main Street's
Transforming Downtown Level Description*

Requirements of Local Sponsoring Entity

Communities at the Transforming Downtown level are required to have a local program representative dedicated to a minimum of twenty per cent (20%) of their time (an average of one day per week) to downtown revitalization through the Main Street Approach. This includes time working with the State Coordinator or contractors that will work with the communities during the agreement period. The local program representative can be a volunteer or paid employee from the local government, local non-profit organization, membership organization, or other organization with a commitment to downtown revitalization. The local community must understand that a long-term commitment to the downtown revitalization will require the formation of an organization and paid staff.

Typical responsibilities for this local program representative will be to make arrangements for meeting space, notify partners of upcoming meetings, coordinate community announcements, lead activities for local organization efforts, and attend required trainings and workshops. To be effective with these responsibilities, a Transforming Downtown program must provide office space for the local representative to coordinate these activities, have access to printing and mailing, have email/internet access, and access to computer.

Communities selected to participate at the Oregon Transforming Downtown level must agree to:

- **Guarantee a dedicated local program representative**
- **Guarantee adequate support for the local program representative.** Each community is encouraged to generate in-kind or paid assistance from the local municipality, private business, or through a volunteer organization. This is considered very important for the long-term viability of a program.
- **Organize a downtown revitalization organization.** A lasting downtown revitalization effort will only succeed in communities having a well structured, ongoing, and active downtown development organization. Such groups assume responsibility for certain tasks such as downtown promotions, facilitation of private sector building improvements and other cooperative projects. The downtown organization is responsible for establishing the overall direction of local revitalization efforts, program budget, and staffing. This organization should ultimately become a major resource for local government on all matters affecting the downtown. This entails building a certain amount of trust and understanding of each entity's interrelated role.
- **Commit to learning and using the Four-Point Main Street Approach and Eight Guiding Principles.** Successful downtown organizations work systematically through a work plan stating goals and objectives based on the Four-Point, eight-principle Main Street approach to downtown revitalization – concentrating attention on issues related to Design, Organization, Promotion, and Economic Restructuring. While the approach is tailored to each community, all technical assistance is geared to this successful model.

- **Participate in training sessions** scheduled by OMS throughout the year. Program representative's attendance at managers' meetings is mandatory unless excused by the OMS Coordinator.
- **Complete the Application Process.**
- **Participate in training sessions scheduled by OMS throughout the year.** Program representative's attendance at manager's meetings is mandatory unless excused by the OMS Coordinator.
- **Enter into a Memorandum of Agreement with Oregon Main Street.** Oregon Main Street's ability to assist a community in the revitalization of its downtown is dependent upon the level of local commitment and involvement. For this reason, Oregon Main Street asks the local government to pass a resolution that endorses the local application effort. And, if selected, have the sponsoring entity sign a Memorandum of Agreement with Oregon Main Street that clearly specifies the responsibilities of the local program and those at the Transforming Downtown level.

Program Benefits from Oregon Main Street

The primary emphasis of the **Transforming Downtown** level is to provide technical assistance to communities selected during their program's formative years. Selected cities can expect to receive the following types of assistance.

- A. **Reconnaissance Visit.** An initial visit by the State Coordinator will be scheduled shortly after a community has been selected for the Transforming Downtown Program to determine the technical assistance needed for the local downtown program.
- B. **Assistance in Hiring a Downtown Manager/Executive Director.** If the local organization decides to hire a manager/director, Oregon Main Street can assist the community by providing an outline of the hiring process, developing a job description, providing information to free job listing services, such as the National Trust's Main Street, and participating in interviews.
- C. **Developing Mission and Vision Statements.** A basic premise for any organization is to understand and state a clear mission, or purpose for the organization. A vision statement is developed to build community consensus as to how downtown should be improved. Oregon Main Street assists with mission statement development and can facilitate a visioning work session.
- D. **Board and Committee Roles and Responsibilities Training.** Oregon Main Street staff works with downtown organization boards to clearly review the role of the non-profit board and the role of staff and committees.
- E. **Development of a First Year Work Plan for Downtown.** Oregon Main Street Program will facilitate a board retreat to establish specific goals and objectives for the local Main Street Program and then work with committees to identify projects, tasks, budgets and timelines to meet the goals and objectives.
- F. **Regional Training and Annual State Conference.** The local program representative and a minimum of two local volunteers, board, or committee members are required to attend any statewide training sessions held in various locations throughout the state. These training sessions will cover a wide variety of topics including design education, market analysis, fundraising, marketing, and promotion.

- G. Quarterly Network Meetings.** Quarterly Main Street Network meetings will be held to provide an opportunity for you to expand your skills base and to build a stronger Oregon Main Street network. These meetings will rotate among our Performing Main Street and Transforming Downtown towns to give you a chance to see firsthand what is happening throughout the state. The proposed schedule is to meet for lunch on the first day of the meeting and then have an opportunity to hear brief updates from each program on current projects and activities. The first day will be open only to Performing Main Street and Transforming Downtown communities. The second day will be a focused training on a topic mutually agreed upon by the group in advance and will be open to all Oregon Main Street Network communities.
- H. Discounts and Scholarships.** A limited number of scholarships will be made available to cover the registration cost for community representatives to attend the National Main Streets Conference.
- I. Public Relations Assistance.** Oregon Main Street staff will work with local programs to help generate community interest. Information about each community's program and progress will be included in Oregon Main Street's media releases and marketing materials.
- J. Telephone Consultation.** Oregon Main Street staff is available to the local program representative for telephone consultation and advice on any downtown issue.
- K. First Year National Trust Main Street Network Membership.** It is recommended that Transforming Downtown Communities become members of the National Main Street Center (NMSC). Communities receive access to "Members Only" area of the NMSC website, discounts to attend the National Main Street Conference, and monthly newsletters. Dues are \$250 per year. If your program is not currently a member, the Oregon Main Street Program will pay this membership fee for the first year that a community participates in the Oregon Transforming Downtown Program. In the second year, the local program is expected to pay these membership dues.
- L. Customized Technical Assistance.** The Oregon Main Street Coordinator will determine in conjunction with the local contact person the specific technical assistance for the local downtown program based on the community's needs. Experts may be contracted to work in the community for 1 to 2 days. The local program representative and partners will work with the Oregon Main Street Program to help define the focus for the visit. Oregon Main Street establishes attendance requirements to ensure broad information exchange at the local level.
- M. Access to the Oregon Main Street Program Resource Library and Four-Point files.** Oregon Main Street has a downtown revitalization library and Four-Point file with sample projects and ideas. Information from the Resource Library or Four-Point file system is provided at no fee to communities. Communities are responsible for replacement costs of any lost material.
- N. Access to the Oregon Main Street Listserve**