



CITY OF REDMOND
Community Development Department

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DOWNTOWN URBAN RENEWAL ADVISORY COMMITTEE

Minutes

Monday, December 16, 2013

City Hall Conference Room A, 716 SW Evergreen Avenue, Redmond, Oregon

Advisory Members Present: Chair Brad Smith, Vice-Chair Donald Crouch, Sam Blackwell, Edwin Danielson, Anne Graham, Paul Hansen, Denys Middleton, Trish Pinkerton (1 vacancy)

City Staff: Heather Richards, *Community Development Director*; Cameron Prow, TYPE-*Write II*

Visitors: Tory Allman, *Council Liaison*; Erma Hansen; Leslie Pugmire Hole, *Redmond Spokesman*

(scribe CP's note: The minutes were created from an audio recording and notes taken at the meeting. The three digits after the motion title show the number of members voting in favor/against/abstaining.)

CALL TO ORDER – INTRODUCTIONS

Chair Smith called the meeting to order at 5:05 p.m. with a quorum present.

DISCUSSION – ACTION ITEMS

A. Discussion/Update

- 1. Recruitment – Economic Development/Urban Renewal Manager:** Ms. Richards presented the draft position description for Economic Development/Urban Renewal Manager. The successful candidate will have experience in real estate development, land use planning, urban renewal management, economic development, public and private project development, and project management. The City's goal is to have someone in place by the end of March 2013. The Redmond Downtown Merchants Association is considering the hiring of a full-time downtown manager to address inventory vacancy, business development, and business recruitment. Language in the position description complies with State hiring laws. She requested DURAC feedback on the position description by December 19, 2013, and recruiting assistance. The interview panel will include City staff and DURAC members.

DURAC concerns included the rationale behind the shift in focus toward urban renewal, negotiating contractual agreements related to property development, and accountability of the downtown manager.

- 2. Downtown Jumpstart Request for Proposals:** Ms. Richards presented the RFP which was set up to comply with State law for the procurement process. The City issued the RFP on September 18, 2013, and she extended the deadline for mandatory registration of intent to submit a proposal to December 20, 2013. She summarized the City's outreach efforts and process timeline. Proposals are due on February 28, 2014. March 31, 2014, is the target date for proposal selection with construction expected to start in summer 2015. The review committee will consist of City staff (herself, City Manager, Finance Department) and DURAC members. She requested DURAC assistance in publicizing the RFP.
- 3. Presentation:** Mr. Hansen presented a handout on a proposed Redmond Education and Performing Arts Center and referenced a book entitled *Metropolitan Revolution*. He

discussed ideas on business recruitment, kickstarting the professional/business medical district, and how to make Redmond's downtown thrive. Elements of his proposal included theme (college campus), siting (midtown), focus (medical technology), DURAC investment in a technical training center, incentives, planning horizon (20-40 years), employment, education, housing, recruitment process, researching successful communities (field trips), and a proposed strategy.

DURAC discussion covered creating the environment the City wants, partnering with Central Oregon Community College and Oregon State University to create medical internship opportunities, target age demographic, polling people and schools that are already doing what Redmond wants to achieve, effective business recruitment strategies of other communities, marketing Redmond as a satellite site, and using an outside consultant to facilitate defining target industries that will fit with what Redmond has to offer.

Ms. Richards discussed the City's need for marketing collateral, current business recruitment partners (Redmond Chamber of Commerce and Redmond Economic Development, Inc.), higher education assistance team for Central Oregon, benefits of a more structured dialogue, in-house resources vs. outside consultants.

B. Approval of Minutes

Motion 1 (8/0/0): Ms. Graham moved to approve the minutes from October 14, 2013. Ms. Pinkerton seconded the motion which passed unanimously.

LIAISON COMMENTS

Councilor Allman said he was excited about the proactive approach discussed tonight. He recommended that the City outline specific outcomes before hiring a consultant, such as identifying specific people to contact.

CITIZEN COMMENTS (None)

STAFF COMMENTS

Ms. Richards said that her research into past DURAC discussions about parking made it clear that DURAC had recommended a voluntary parking program without an enforcement element. She promised to represent the full scope of dialogue about parking when Council reviews DURAC's proposal in early 2014.

She reported that the City is closing this week on loan documents for the *Red Martini Bar* that Ms. Graham and Mr. Blackwell reviewed. The funds from the first loan made from the City's Property Rehabilitation Loan Program will be used for tenant improvements in the Redmond Hotel. The bar is due to open by the end of this week. The City is also talking with two other restaurants. *Wild Ride Brewing*, which just went through the Downtown Urban Renewal District's grant program, will start with a tasting facility and eventually expand into a brew pub and restaurant facility. A new restaurant, *Lifeline Taphouse*, has opened in Dawson Station. DURAC's recommendation about the bonding proposal will go to Council on December 17.

Ms. Richards announced that the year-long City Center circulation study will start in April/May 2014, so the City can partner with ODOT (Oregon Department of Transportation) on the Transportation System Plan update. She briefly discussed potential consequences of changes in the City's parking inventory. Ms. Pinkerton added an anecdote about the City of Roseburg building a 3-story parking structure 40 years ago that wasn't used for 20 years.

DURAC COMMENTS

Ms. Graham requested that, in light of Ms. Richards' admission tonight about staff misrepresenting DURAC's dialogue on the parking program, DURAC reconsider its parking proposal before it goes to

Council. Planning Commission will be reviewing the 2012 parking study at its December 17 meeting. She announced her intent to share her concerns about the parking program with Council.

Ms. Richards reiterated concerns which staff previously expressed to DURAC about the legality of the City's installing parking signs without an enforcement program in place and the City resources required to administer a parking program.

Member concerns about DURAC's reopening the parking discussion included inviting business owners to attend meetings at which parking will be discussed, considering new information available, and uncertainty about what will be accomplished. Following discussion, DURAC members agreed to give this topic five minutes at their January 2014 meeting.

Ms. Richards outlined potential agenda items for DURAC's January 2014 meeting which included, in addition to the items mentioned above, the City Center housing strategy and Family Recreation Center feasibility study.

ADJOURN

The next meeting is scheduled for January 13, 2014.

With no further business, Chair Smith adjourned the meeting at 6:55 p.m.

APPROVED by the Downtown Urban Renewal Advisory Committee and SIGNED by me this 10th day of February, 2014.

ATTEST:

/s/ Brad Smith
Brad Smith, Chair

/s/ Heather Richards
Heather Richards, Community Development Director