



REDMOND URBAN RENEWAL AGENCY
CITY OF REDMOND
Community Development Department

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DOWNTOWN URBAN RENEWAL ADVISORY COMMITTEE
MINUTES
October 10, 2016

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

Advisory Members Present: Chair Don Crouch, Sam Blackwell, Paul Hansen, Trish Pinkerton, Brad Smith, Gib Stephens (*absent: Vice-Chair Edwin Danielson, Tom Kemper; 1 vacancy*)

Student Ex Officio: (*absent: David Purkey*)

City Staff: Chuck Arnold, *Economic Development/Urban Renewal Project Manager*; Kate Porsche, *Community Development Director*; Troy Rayburn, *Program Assistant*; Keith Witcosky, *City Manager*; Jodi Burch, *Deputy Director-Central Services*; Cameron Prow, *TYPE-Write II*

Visitors: Tory Allman, *City Council Liaison*

Media: None; Dave Morgan, *RedmondNewsToday.com*

(The 3 digits after a motion title show the number of members voting in favor/opposed/abstaining.)

CALL TO ORDER – INTRODUCTIONS

Chair Crouch called the regular session to order at 5:04 p.m. with a quorum of members (6 of 8) present.

Chair Crouch closed the regular session and opened the executive session at 5:06 p.m.

I. EXECUTIVE SESSION

Chair Crouch read aloud the following statement: Oregon Law permits public bodies to meet in executive session to discuss specific matters which are not open to the public. Final actions or decisions on these matters will be made during regular session. Under the provisions of the Oregon Public Meetings Law, the proceedings of this executive session are for background information only for media attending and not for publication or broadcast.

Chair Crouch closed the executive session and re-opened the regular session at 5:15 p.m.

II. MOTIONS AS A RESULT OF EXECUTIVE SESSION

None.

III. ACTION ITEMS

None.

IV. APPROVAL OF MINUTES

Motion 1 (6/0/0): Mr. Smith moved to approve the September 12, 2016, minutes as written. Ms. Pinkerton seconded the motion which passed unanimously.

V. DISCUSSION ITEMS

A. Family Recreation Center Subcommittee Update

Mr. Hansen said the subcommittee was awaiting the end of the Redmond Area Park and Recreation District's study about the feasibility of this facility being operated by RAPRD. Mr. Smith asked if Katie Hammer, RAPRD executive director, was interested in attending subcommittee meetings.

Mr. Arnold said he would meet with Ms. Hammer this week but that nothing prevented Ms. Hammer from attending DURAC subcommittee meetings. He is hoping for an update on RAPRD's feasibility study of this issue. The subcommittee needs to start planning land assembly strategies that will line up with RAPRD's funding and work program.

Following discussion, DURAC members agreed that Ms. Hammer's input would be valuable to the subcommittee's efforts.

B. Housing Subcommittee Update

Mr. Hansen said subcommittee members agreed housing was still the main priority for the midtown area but were willing to consider other uses.

Mr. Arnold said the City decided to seek professional assistance in completing the RFP (Request for Proposals) for redevelopment of the former Grant property at 5th Street/Greenwood Avenue. DURAC will be able to review the RFP again before issuance.

Mr. Blackwell outlined the scope of the professional assistance (RFP development and marketing) being sought. Completing the RFP by January 1, 2017, will help this project meet its goal of breaking ground in 2018.

C. Budget/Work Plan Discussion

Mr. Arnold presented a draft work plan for fiscal year (FY) 2017-2018 for DURAC review. He worked closely with Chair Crouch to develop this document. He outlined suggested projects, long-range timeframe, cost, description/status, priority, milestones, staff assignments, and the fiscal-year timeframe.

Mr. Rayburn provided a brief update on the Centennial Park expansion project. Councilor Joe Centanni will chair a nine-member task force which will be involved in planning and managing this project. Chair Don Crouch will represent DURAC interests on this task force.

DURAC concerns included how FY 2017-2018 activities fit into the long-range timeframe, impact on emergency services of converting the 5th/6th Street couplet to two-way traffic, potential of moving forward on public parking sooner given plans for the Family Entertainment Center, and impact of the City's move to the new city hall on the Redmond Museum.

D. DURAC Urban Renewal Agency Briefing

Mr. Arnold said he and Chair Crouch were working on a slide-show presentation for the November 2016 meeting of the Redmond Urban Renewal Agency (URA). Topics under consideration included the property assistance program, Midtown plan, Professional Business Medical District (PBMD), Family Recreation Center, and status of projects planned for the rest of FY 2016-2017. Chair Crouch asked members to contact him or Mr. Arnold to suggest topics.

Mr. Blackwell said the PBMD stakeholder advisory committee (SAC) consisted of private property owners; the SAC would appreciate direction from the URA on next steps to take.

CITIZEN COMMENTS

Councilor Allman requested a status report on the marketing collateral used to attract businesses to locate in Redmond. Mr. Smith said DURAC's Marketing Subcommittee felt the City could benefit from developing its own material to identify the strengths and opportunities that exist in Redmond for potential developers. Mr. Hansen suggested adding a video to the marketing collateral. Mr. Arnold said he was working with Communications Manager Heather Cassaro on the marketing piece and that she was starting dialogue on where the video could be placed in her bandwidth. Ms. Porsche agreed that quality materials are valuable when recruiting new businesses and residents. She emphasized the importance of the City working collaboratively with other community organizations involved in business recruitment to provide a consistent look and feel to messaging about Redmond.

Councilor Allman also requested a status report on the subcommittee looking for a catalytic tenant for the PBMD. Mr. Arnold responded that DURAC's catalytic tenant subcommittee had not met for a long time. Mr. Blackwell said the PBMD SAC had been working to develop the district as a whole before seeking catalytic tenants. This group is working to identify next steps now that the hospital has withdrawn its support from the group's streetscape improvement project.

Mr. Blackwell discussed the effectiveness of business-to-business (B2B) communications and suggested reaching out to existing business owners for their ideas.

STAFF COMMENTS

- Flag Monument: Mr. Rayburn said the ribbon-cutting was scheduled for Wednesday, October 19, 2016, 10 a.m., and outlined the challenges including public safety. Congressman Walden, Deschutes County commissioners, Mayor Endicott, Redmond city councilors, and a variety of interest groups have indicated interest in attending.
- Highway 97 Beautification Fund: Mr. Arnold said the fund has about \$75,000 left over from other projects. He outlined ideas being discussed by the Redmond Committee for Art in Public Places to improve the appearance of the Pacific Power substation fence line and the Negus overpass. Councilor Allman expressed concern about using all of the remaining \$75,000 on one or two projects when the remaining 1¼ miles of the US 97 corridor through Redmond also needed aesthetic improvement.
- New City Hall: Mr. Arnold announced the City was working to move the ribbon-cutting from February 2017 to mid-December 2016. He discussed steps he was taking to improve the interim appearance of the City property directly east of the new city hall.
- Business Changes: Mr. Arnold reported that Best Care, a chemical dependency and recovery nonprofit organization with offices in other Central Oregon communities, has purchased land in the PBMD to open a new facility. Redmond Proficiency Academy (RPA) is moving forward with its purchase of the former site of The Printing Post.

Mr. Stephens said school activities were often incompatible with, and shouldn't be allowed, in retail spaces. He outlined problems he experienced with some RPA students which was one factor in his decision to move his business out of its downtown location, which was immediately next door to RPA. Mr. Arnold noted that schools were a permitted use in the urban renewal district. The City is interested in facilitating dialogue between the business community and RPA; he was unsure how much time he could allocate to this effort. Chair Crouch expressed support for the City's leadership role.

- Co-Working Spaces: Mr. Arnold reported good momentum on this development direction. The group supporting this effort has been meeting regularly to explore potential spaces and funding.

Ms. Porsche summarized her professional background and experience in urban renewal, economic development, data analysis, real estate (low-income housing, tax-credit financing, mortgage lending), and corporate communications. She stated her intention of pursuing one of the strategies she employed in Albany, Oregon – public/private partnerships – which could also be helpful in Redmond.

DURAC COMMENTS

None.

Next meeting: Monday, November 14, 2016, 5 p.m. (tentative agenda: Midtown Development Plan, quarterly financial report, draft presentation for Redmond Urban Renewal Agency’s November meeting).

ADJOURN

With no further business, Chair Crouch adjourned the meeting at 6:24 p.m.

APPROVED by the Redmond Downtown Urban Renewal Advisory Committee and SIGNED by me this
____12th____ day of ____December____, 2016.

ATTEST:

/s/ Donald Crouch
Donald Crouch
Chair

/s/ Chuck Arnold
Chuck Arnold
Economic Development/Urban Renewal Project Manager