



REDMOND URBAN RENEWAL AGENCY
CITY OF REDMOND
 Community Development Department

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DOWNTOWN URBAN RENEWAL ADVISORY COMMITTEE
City Hall Conference Room A, 716 SW Evergreen Avenue
Monday, April 14, 2014
5:00 – 7:00 PM

Agenda

DURAC MEMBERS	MEETING OBJECTIVES	TIME	ITEM
			<ul style="list-style-type: none"> • Discussion / Adoption City Center Housing Study • Follow-up on Expert Presentations
Brad Smith, Chair	PROPOSED AGENDA	5:00 PM	CALL TO ORDER / INTRODUCTIONS
Donald Crouch, Vice-Chair		5:05 PM	A. Action Items City Center Housing Study
Sam Blackwell			B. Discussion / Update
Edwin Danielson			1. Larry Pederson / Michele Reeves Presentations - Next Steps
Anne Graham			2. Downtown Jumpstart Project
Paul Hansen			3. ED / UR Project Program Coordinator Position
Tom Kemper			4. UR Bond Issuance
Denys Middleton			C. Approval of Minutes
			1. February 10, 2014
			2. March 10, 2014
Trish Pinkerton		6:45 PM	LIAISON COMMENTS
		6:50 PM	CITIZEN COMMENTS
		6:55 PM	STAFF COMMENTS
			COMMISSIONER COMMENTS
		7:00 PM	ADJOURN

*Please note that these documents are also available on the City's website www.ci.redmond.or.us; click on Departments, Community Development, Planning Division, DURAC (under the Urban Renewal box at the bottom). You may also request a copy at City Hall from Heather Richards 923-7756 or Jackie Abslag 923-7763.

Anyone needing accommodation to participate in the meeting must notify Mike Viegas, ADA Coordinator, at least 48 hours in advance of the meeting at 504-3032, or through the Telecommunications Relay Service (TRS) which enables people who have difficulty hearing or speaking in the telephone to communicate to standard voice telephone users. If anyone needs Telecommunications Device for the Deaf (TDD) or Speech To Speech (STS) assistance, please use one of the following TRS numbers: 1-800-735-2900 (voice or text), 1-877-735-7525 (STS English) or 1-800-735-3896 (STS Spanish). The City of Redmond does not discriminate on the basis of disability status in the admission or access to, or treatment, or employment in, its programs or activities



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DOWNTOWN URBAN RENEWAL ADVISORY COMMITTEE

Minutes

Monday, February 10, 2014

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, Thomas Kemper, Trish Pinkerton

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

Visitors: Joe Centanni, *City Councilor*; Erma Hansen

(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. Presentation/Action Items

- 1. Family Recreation Center Discussion:** Ms. Richards said the Redevelopment Opportunity Fund has set aside \$7 million for this catalytic project in the Downtown Urban Renewal Plan, programmed to start about 2018. She summarized the background of the center, which has been under discussion for over 25 years, including an earlier bond effort that failed. In 2013, City Council asked staff to determine the viability and potential operating costs of this project. She reviewed (PowerPoint) the results of the market and site analysis (Phase 1) including potential programming and how that might impact the private sector. It appears that the population within the current city limits would not be enough to support this center.

DURAC concerns included clarifying service area references, impact of Redmond lifestyle (access to free entertainment), newer industry-specific data on successes/failures (and why) in other Oregon communities (Astoria, Clackamas County), use statistics, competition from Eagle Crest, impact on local businesses, leisure vs. fitness programming, potential use demographics (residents, tourists), potential income generated, appropriate location, funding, potential of an operational subsidy, management responsibility (private vs. public sector), why people move to Redmond, potential to attract users from surrounding communities, and pro forma (expectations) vs. reality (actual numbers).

Ms. Richards discussed next steps which will include a pro forma operations analysis by staff and a DURAC subcommittee (Mr. Danielson, Ms. Graham), additional research into opportunities and challenges, and additional review by DURAC members before they make a recommendation to Council. She summarized outreach efforts to St. Charles and the RAPRD. Though both are interested, neither has made a commitment to manage/operate this type of facility for the City of Redmond.

B. Discussion/Update

1. **Expert Discussion:** Ms. Richards said Michele Reeves, a specialist in downtown revitalization from a property-specific economic perspective, has agreed to meet (at no charge) with targeted downtown property owners, City Councilors, and DURAC on March 18. Larry Pederson of Ironwolf Consulting, a specialist in targeted and strategic business development, will attend the March 10 DURAC meeting. He is familiar with Central Oregon through owning property here and contacts with Mr. Witcosky and Roger Lee.
2. **Downtown Jumpstart Project:** Ms. Richards reported that the application deadline for this project is February 20, 2014.
3. **Economic Development/Urban Renewal Project Program Coordinator Position:** Ms. Richards said the application deadline is February 14, 2014.
4. **Urban Renewal Bond Issuance:** Ms. Richards reported this issue will go to Council for action on February 25, 2014. Based on analysis to date, it appears the cost will be less than predicted earlier.

C. Approval of Minutes

Motion 1 (9/0/0): Ms. Graham moved to approve the minutes from December 16, 2013, and January 13, 2014. Mr. Crouch seconded the motion which passed unanimously.

LIAISON COMMENTS (None)

CITIZEN COMMENTS (None)

STAFF COMMENTS

Ms. Richards requested two DURAC members to serve on the Downtown Jumpstart Project Review Committee, recommending that at least one have retail experience. She estimated they would need 10-12 hours in mid-March 2014 to review proposals and participate in the interview process. Ms. Graham, Mr. Blackwell, Mr. Kemper, and Chair Smith volunteered.

DURAC COMMENTS (None)

ADJOURN

The next meeting is scheduled for March 10, 2014.

With no further business, Chair Smith adjourned the meeting at 7 p.m.

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

ATTEST:

Brad Smith, Chair

Heather Richards, Community Development Director



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Minutes

Monday, March 10, 2014

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, Thomas Kemper, Trish Pinkerton (absent: *Denys Middleton*)

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

Visitors: George Endicott, *Mayor*; Tory Allman, *Council Liaison*; Larry Pederson, *IronWolf Community Resources*; Jon Stark, *Redmond Economic Development, Inc. (REDI)*; Erma Hansen

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CALL TO ORDER – INTRODUCTIONS

Chair Smith called the meeting to order at 5:05 p.m. with eight of nine members present, establishing a quorum.

PRESENTATION

A. Larry Pederson, IronWolf Community Resources

Mr. Pederson summarized his background. Key questions during his presentation included: What is most noticeable about Redmond's downtown over the last five years? What was the City's role in making that happen? How can the urban renewal district, the professional business medical district, and the City move projects forward without writing big checks? He discussed steps the City could take to implement its strategic vision and make Redmond more appealing to business site selectors. His suggestions included infrastructure updating (utilities, transportation access/circulation), system development charges forgiveness/financing, site control strategies, targeted vs. shotgun marketing, developing a marketing package, destination vs. dependent retail businesses, and potential impact of the maker movement.

DURAC discussion covered what cities/communities successful in attracting new business investment are doing differently from Redmond, where leads come from (Business Oregon, EDCO [Economic Development for Central Oregon], REDI), building relationships with local and regional developers for the business types Redmond is seeking, how much infrastructure the City should do in advance, business types suitable for downtown and what they need, developing a product to meet what site selectors/businesses are looking for, identifying the type of project to pursue and the best property (or group of properties) to fit that project, impact of downtown housing on success of nearby commercial businesses, selecting a point of contact between site selectors and property owners, how to entice speculative business development, siting senior housing near medical facilities, and attracting current vs. new residents to downtown.

Mr. Stark recommended that the City track leads to inform its business-hunting efforts.

Ms. Richards said the City needs to do the strategic work of identifying the best properties for development or redevelopment and the kind of product appropriate for those properties.

LIAISON COMMENTS

Councilor Allman thanked Mr. Pederson for sharing his expertise with the City of Redmond.

CITIZEN COMMENTS (None)

STAFF COMMENTS

Ms. Richards announced that the City will interview five candidates for the Economic Development/Urban Renewal Project Program Coordinator position on March 13, 2014. Chair Smith is serving on the interviewing committee. She reported that City Council held a work session last week on the downtown parking situation. After much discussion, Council decided a parking zone was not needed at this time and directed staff to work through existing issues with downtown property owners.

DURAC COMMENTS

Chair Smith thanked Mr. Pederson for his presentation.

Ms. Graham said there was clear support at last week's Council work session on parking that if the City does something in the future there will be an enforcement component.

ADJOURN

The next meeting is scheduled for April 14, 2014.

With no further business, Chair Smith adjourned the meeting at 7 p.m.

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

ATTEST:

Brad Smith, Chair

Heather Richards, Community Development Director+