



CITY OF REDMOND
Community Development Department

716 SW Evergreen Avenue
Redmond, OR 97756-2242

Phone **541-923-7756**
Fax 541-548-0706

www.ci.redmond.or.us

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 Redmond Area Park and Recreation District. 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 Community Resources, 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 14TH day of April, 2014.

ATTEST:

/s/ Brad Smith
Brad Smith, Chair

/s/ Heather Richards
Heather Richards, Community Development Director