



**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](http://www.ci.redmond.or.us)

## **DOWNTOWN URBAN RENEWAL ADVISORY COMMITTEE**

### 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

*(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 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 14th day of April, 2014.

ATTEST:

/s/ Brad Smith  
Brad Smith, Chair

/s/ Heather Richards  
Heather Richards, Community Development Director