



CITY OF SALEM,
OREGON
City Council
555 Liberty Street SE, Room 220
Salem, Oregon 97301
503-588-6159

MEMORANDUM

To: Mayor and City Council

From: City Councilor Chuck Bennett—Ward 1

Subject: Council Subcommittee to Establish the Town Square Task Force

Motion:

Approve Resolution No. 2009-97 to establish a Blue Ribbon Commission (to be known as the Town Square Task Force) to evaluate the possibility of creating a "Town Square" for the City of Salem, and direct staff to develop a cost estimate and identify a funding source to support the Task Force.

Discussion:

On April 6, 2009, City Council appointed a Council Subcommittee to establish a Vision 2020 Town Square Task Force that would begin the planning work necessary to develop a Town Square in Salem. Councilor Chuck Bennett was appointed as Chair and Councilors Dan Clem and Brad Nanke agreed to serve as members of the Subcommittee. On June 8, 2009, the Subcommittee reported on its progress and Councilor Laura Tesler was added to the Subcommittee roster.

The Subcommittee met five times to consider the Town Square Work Group's perspectives, products, and conclusions; drafted a Town Square/Public Plaza Charter (Attachment A) to help guide the development of the Town Square Task Force's work; and has developed a membership roster (Attachment B) for the Town Square Task Force.

The City Council has the authority by adoption of this Resolution to establish a Blue Ribbon Commission and membership roster, which will be known as the Town Square Task Force. If future activities of the Town Square Task Force require additional task force members, a request to add members will be presented to City Council for approval.

The Subcommittee is proposing the Task Force work be completed in two phases. The first phase would focus on assessing whether the Town Square/Public Plaza would be viable in downtown Salem. The proposed membership roster includes representatives from downtown area stakeholder groups, property owners and neighborhood associations.

As part of the Subcommittee's exploration of the Town Square/Public Plaza concept, several members of the Subcommittee also toured existing spaces downtown and looked at the positive features and challenges associated with several possible locations for a Town Square/Public Plaza. The Subcommittee noted the North Block site of the Transit Mall area already generates activity and serves as a gathering place for downtown visitors and it would be beneficial to the community at large to beautify the north block of the Transit Mall.

If a Town Square/Public Plaza proves feasible in Salem, the second phase would be a capital or development campaign to fund and construct the Town Square/Public Plaza.

The Town Square Council Subcommittee will continue as members of the Town Square Task Force and provide periodic updates to City Council.

Attachment A: Town Square/Public Plaza Task Force Charter

Attachment B: Town Square/Public Plaza Task Force Membership Roster

Town Square/Public Plaza Task Force Charter

STAGE 1 Assessment: Is the Town Square/Public Plaza viable in Downtown Salem?

- Formative stage
- Membership: to include Councilors
- Structure: Report to Council and Vision 2020 Action Team

Goal: Assess whether a Town Square/Public Plaza would be viable in Downtown Salem.

Timeline: Complete Stage 1 prior to March 1, 2010 to inform FY 2010-11 City budget process.

Tasks

1. Conduct outreach activities to confirm community-desired programming and activities for the public plaza. Develop a clear scope of the Town Square/Public Plaza space. This would aid the Task Force in amending or developing a new set of criteria for a town square/public plaza location.
2. Consider adoption of the Group's draft vision and preliminary criteria for siting the Town Square/Public Plaza.
3. Begin economic and social benefit analyses, and other studies to determine whether Town Square/Public Plaza could be successful in downtown Salem. Success will be defined as the ability to attract people to downtown and create greater circulation and usage of downtown. The analyses should evaluate the impact of the Town Square/Public Plaza on existing and future downtown businesses.
4. Identify whether an appropriate location (or locations) exists for a Town Square/Public Plaza in downtown Salem. If an appropriate location or set of locations can be identified:
 - a. Design a conceptual plan, and
 - b. Reconstitute Council Subcommittee to build Task Force membership to support development effort.

(Stage 2 shown on reverse)

ATTACHMENT A

STAGE 2 Development: How to Make the Town Square/Public Plaza Successful in Salem?

- Development stage, follows if assessment is positive
- Membership: determined as a result of Stage 1
- Structure: Independent 501(c)(3) organization

Goal: Position and develop Town Square/Public Plaza for long-term success in Downtown Salem.

Tasks

1. Form 501(c)(3) organization to manage the development effort and capital campaign.
2. Develop a financing strategy for construction, future maintenance and regular programming.
3. Engage in and complete capital funding campaign.
4. Construct Town Square/Public Plaza.
5. Manage Town Square/Public Plaza programming or identify appropriate non-profit group.

Town Square Task Force Membership

Stage 1

1. Councilor Bennett
2. Councilor Nanke
3. Councilor Tesler
4. Jim Bauer, Willamette University
5. Janet Carlson, Marion County Commissioner
6. Paul Gehlar, Go Downtown Board, resident, West Salem Redevelopment Advisory Board
7. Julie Howard, Salem Hospital
8. Diane McLaran, Chemeketa Center for Business and Industry
9. Angie Morris, Travel Salem
10. Allan Pollock, Salem-Keizer Transit
11. Kasia Quillinan, North East Neighbors (NEN)
12. Sandra Burnett Salem Art Association representative
13. Carole Smith, downtown property owner and resident
14. John Lattimer, Marion County
15. Roger Yost, downtown property owner
16. Patrice Holt, South Salem Resident
17. Dino Venti
18. Bruce Bolton
19. Michael De Rochier
20. Kate Tarter, Salem-Keizer Transit

RESOLUTION NO. 2009-97

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SALEM ESTABLISHING A BLUE RIBBON COMMISSION TO EVALUATE THE POSSIBILITY OF CREATING A "TOWN SQUARE" FOR THE CITY OF SALEM, AND MAKING PROVISION THEREFOR

Whereas, the City Council of the City of Salem appointed a Town Square Council Subcommittee to establish a Vision 2020 Town Square Task Force, to guide the planning work necessary to develop a town square in downtown Salem; and

Whereas, the City Council finds that it is necessary and proper that a blue ribbon commission of citizens be created to work with staff, to provide input and guidance to the City Council and City staff in considering the feasibility of, and possible locations for, a town square, as well as potential funding sources and means of providing on-going maintenance and management;

NOW, THEREFORE, THE CITY OF SALEM RESOLVES AS FOLLOWS:

Section 1. Establishment. There is hereby established by the City Council of the City of Salem a blue ribbon commission, to be known as the "Town Square Task Force."

Section 2. Membership. The Town Square Task Force shall be comprised of the members of the Town Square Council Subcommittee, and 17 persons. Persons to serve on the Town Square Task Force shall be nominated by the Town Square Council Subcommittee, and members of the Town Square Task Force shall be appointed by the City Council.

Section 3. Rules. The Town Square Task Force shall select a chairperson, and shall adopt rules of procedure to govern its meetings. The rules of procedure shall provide that the chairperson or the City Manager may call a meeting of the Task Force.

Section 4. Matters to be Considered by the Town Square Task Force. The Town Square Task Force shall provide advice and recommendations to the City Council, the City Manager, and City staff on the following matters:

- (a) Identifying economic and social benefits to determine whether a town square could be successful in the downtown area of the City;
- (b) Identifying whether an appropriate location (or locations) exists for a town square in the downtown area of the City;
- (c) Reviewing and recommending town square conceptual designs;
- (d) If a town square is determined to be feasible, developing and undertaking a capital campaign to fund and construct a town square;
- (e) Proposing a structure, including, but not limited to, a non-profit corporation, to undertake, and be responsible for, ongoing maintenance and programming for a town square;
- (f) Developing a strategy for construction, future maintenance and regular programming in a town square.

Section 5. Periodic Reporting; Sunset. The Town Square Task Force shall report back to the City Council not less than once quarterly on the progress of its review. The Town Square Task Force shall return to the City Council with a final recommendation no later than April 30, 2010. After receipt and review of the Town Square Task Force's final recommendation and determination of what action, if any, shall be taken by the City Council, the Town Square Task Force shall dissolve, with out further action of the City Council.

Section 6. Effective Date. This resolution is effective upon adoption.

ADOPTED by the City Council this 9th day of November, 2009.

ATTEST:

City Recorder

Approved by City Attorney: _____



Checked by: S. Wahrgren

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