

MINUTES
Downtown Advisory Board
 Thursday, March 25, 2010 – 2:00 P.M.
 350 Commercial St NE

Members Present	Members Absent	Staff Present	Guests
Dana Vugteveen Suzi Bicknell Jim Bauer Bill Davis Sylvia Dorney Jim Lewis Brian Moore Anna Peterson	Jeff Corner - E Debra Edwards - E Darr Goss - U Allan Pollock-E	Sara Bratcher - UD Sheri Wahrgren - UD Todd Klocke - UD Courtney Knox – UD Anita Sandoval – UD	Peter Dassou Bill Puntney Paul Gehlar

1. CALL TO ORDER

Chair Vugteveen called the meeting to order at 2:08 PM, noting a quorum of appointed members was present.

2. APPROVAL OF AGENDA

A. March 25, 2010

Ms Dorney made a motion to approve the agenda of March 25, 2010, as presented. The motion was seconded and passed unanimously.

3. APPROVAL OF MINUTES

A. February 11 and 25, 2010

Ms Peterson made a motion to approve the minutes from February 11 and 25, 2010, as presented. The seconded motion was approved unanimously.

4. REPORT ON COMMITTEES

A. None.

5. PUBLIC COMMENT:

There were no comments.

6. ACTION ITEMS:

A. 2010-2011 Work Plan – Sheri Wahrgren

Ms Wahrgren presented the draft work plan and asked the Board for their feedback.

Q. Ms Bicknell asked if the final approved document could be made public as a marketing strategy.

A. Ms Wahrgren will check with the Department’s public relations person and return to the Board with options.

Q. Mr Davis asked if it could be accessed via the City’s RSS Feed.

A. Ms Wahrgren will check into it and return with the information at the next meeting.

The Board's previous work plan from 2009 was reviewed to see if any scheduled topics had been overlooked. Ms Wahrgren reminded the Board when a meeting is canceled; it can be difficult to capture all the topics due to time constraints.

The Proposed work plan was reviewed, and the Board added the following:

- 1) Noise limits for downtown. Staff will communicate with Community Enforcement to secure a date, targeting April. Ms Knox commented this is also part of a Vision 2020 project. Staff is preparing code revisions to make it more user-friendly and easier to obtain a variance for a loud event. Mr Lewis suggested another option is to look for ways to mitigate noise, rather than prevent it.
- 2) West Salem URA project updates. Staff will schedule a review for April of the PowerPoint presentation regarding the Edgewater/2nd Street Plan provided to the Agency a few weeks ago. The presentation is also available on the City's Webpage. Assuming the Agency Board adopts the Plan, periodic updates to DAB will be scheduled.
- 3) SWURA Board membership issue. Staff will provide a basic overview of SWURA Plan's key elements and projects to DAB at their May meeting. This exercise is also an element of the Strategic Action Plan scope.
- 4) Minimum Parking Tax Structure. Review of the taxing structure will be scheduled for May.
- 5) Conference Center Updates. An annual update will be scheduled for June.
- 6) Next steps for parking. In conjunction with the Annual Parking Utilization Survey, potential next steps will be reviewed in July.
- 7) Annual update on other URAs.

Q. What level of parking review is included in the Strategic Plan Scope?

A. The Strategic Plan will look at parking as part of the total infrastructure in relation to development projects; there is no specific request for a parking analysis.

Q. Whatever happened to the code changes involving the Exclusionary Zone Sgt Johnson presented to the DAB as part of crime prevention in downtown?

A. Staff will check with Sgt Johnson and send out an information email to the Board.

Mr Bauer made a motion to approve the work plan with the identified changes. The motion was seconded and passed unanimously.

B. Streetscape Improvements High Street – Suzi Bicknell

The Board had a brief discussion regarding conflict of interest and agreed by consensus to move this topic to "information items". Ms Bicknell will contact the Oregon Government Standards and Practices Commission for an opinion and may return at a later date with a proposal.

C. Revisions to DAB Purpose & Operating Principles

Ms Wahrgren reviewed changes proposed to the 2005 DAB Purpose & Operating Principles including the time of meeting; order of business; and Council goals. Previously the document listed out all the Council goals; the proposed revision simply references Council goals in relation to DAB, but does not list them.

Ms Bicknell made a motion to approve the revised DAB Purpose & Operating Principles as presented. The motion was seconded and passed unanimously.

7. INFORMATION ITEMS:

A. Vision 2020 Updates

Ms Knox reviewed the information in the DAB Packet regarding the January 28 Symposium and announced there will be a Vision 2020 community celebration on April 1, from 5-7 PM at the Salem Conference Center.

The focus of the Symposium was on reaching organizations active in downtown. About 60 groups were invited, and they were asked to invite others. The hope was to find out what other groups are active, and what help they need. Unfortunately, this event did not yield that information. The input received validated the vision and highlighted two areas in which progress has been slowed – expanding youth activities and protecting the character of adjacent neighborhoods.

Q. Out of the 40 people attending, how many made written comments?

A. Most of the comments were restricted to about 10 to 15 people representing certain groups.

Mr Lewis remarked a more broad attendance, or other method, would provide for a wider variety of feedback.

Q. How is the April 1 program going to be different?

A. The program will celebrate the Vision 2020 accomplishments and provide education to the community at large. There is a community wide invitation including an email list of 500 interested people, posters, flyers around downtown, etc. The program will be a more interactive open house which will include a presentation of the Visionary Award around 5:30. Attendees will be able to tour about the room and interact with a variety of different people and projects. The evening will include: unveiling of the new bike and pedestrian pathways, including Mill Race Path; a town square activity; solicit suggestions for *Movies in the Park*; Edgewater/Second Street Redevelopment Plan; Etc.

Ms Knox also commented the Council appointed a Task Force to examine the feasibility of a town square. The Task Force will sunset in April, with the last meeting on April 13. Staff will report to Council in May, and the report will be shared with the DAB when available.

B. Monthly Communications

Ms Wahrgren reviewed the Park Salem Monthly Report that was distributed in the DAB packet. The focus of the report is to provide better communication with respect to parking. In addition, each month the opposite side of the document will include other items of interest such as Public Works improvements, Vision 2020 updates, staff reports of interest, etc.

Staff also introduced the new Downtown Salem Resource Guide, which will be sent to new businesses downtown with a letter welcoming them. Also in the works is a Park Salem Parking Resource Guide indicating the locations of various parking sites within the Parking District, hours of enforcement, and office hours. Staff is also investigating the possibility of installing maps in the parkades identifying places of interest.

The Board discussed the statistics outlined on the Monthly Report and requested the Report be refined to include revenue as it relates to permit sales, as well as breaking out the type of spaces available in each parkade.

C. Streetscape Improvements High Street – (moved from Action Items)

Ms Bicknell reviewed a letter from Go Downtown which initially requested the Board approve a recommendation to provide \$35,000 to improve the street amenities downtown by adding 15 garbage cans and 22 planters. She emphasized the new development in the area makes it necessary to upgrade the pedestrian facilities in those areas.

Q. Is there a precedent for the merchants to provide a matching grant to purchase planters?

A. No, but they are expected to do the planting and maintenance.

Q. Who pays for the extra trash pick-up?

A. Each can is a \$5.15 increase per pick up (parking fund).

Q. Is there a need for more cans?

A. Garbage cans in adjacent areas are getting more use.

Q. Mr Bauer commented Willamette University does not have many garbage cans around the campus because where there are cans, the area is a mess. His question was who will take care of additional cans, and how.

A. Ms Bicknell has requested a quote from Shangri La for monthly cleaning of each can/area.

Q. Is the City going to start recycling in downtown?

A. Staff and Go Downtown have attended meetings about Big Belly trash compactor containers and are gathering more information about cost and implementation.

Mr Moore asked for more data to show what projects will stimulate investments downtown. He commented he enjoys flowers and better looking trashcans, but didn't know if it really stimulates growth. Those areas apparently are growing without these amenities. Staff commented this analysis will be a feature of the Strategic Plan.

Go Downtown is now in charge of maintaining tree wells downtown, and they are in the process of doing that now.

8. NEW BUSINESS

9. ADJOURN

Chair Vugteveen adjourned the meeting at 3:50 P.M. The next scheduled meeting is April 22, 2010, at 2:00 PM.