

**MINUTES**  
**Downtown Advisory Board**  
 Thursday, August 26, 2010 – 2:00 P.M.  
 350 Commercial St NE

<b>Members Present</b>	<b>Members Absent</b>	<b>Staff Present</b>	<b>Guests</b>
Dana Vugteveen Jim Bauer Jeff Corner Paul Gehlar Jim Lewis Brian Moore Anna Peterson Allan Pollock	Suzi Bicknell -E Bill Davis - E Sylvia Dorney Debra Edwards - E Darr Goss - E	Anita Sandoval – UD Sheri Wahrgren – UD Julie Warncke - PW	Angie Morris Rick Yurk

**1. CALL TO ORDER**

Chair Vugteveen called the meeting to order at 2:03 PM, noting a quorum of appointed members was present.

**2. APPROVAL OF AGENDA**

**A. August 26, 2010**

Mr Bauer made a motion to approve the agenda for August 26, 2010. The motion was seconded and approved unanimously.

**3. APPROVAL OF MINUTES**

**A. July 22, 2010**

Mr Bauer made a motion to approve the minutes from July 22, 2010, as presented. The motion was seconded and approved unanimously.

**4. REPORT ON COMMITTEES**

A. None.

**5. PUBLIC COMMENT:**

There were no comments on topics other than those on the agenda.

**6. ACTION ITEMS:**

**A. Vision 2020 Entranceways/Wayfinding Committee Funding Request – Angie Morris, Travel Salem, and Rick Yurk, BAM Agency**

Angie Morris, President and CEO of Travel Salem, has been working with Vision 2020 on the Wayfinding and Entranceway Task Force. She distributed and reviewed a handout outlining the proposed wayfinding project and requested appropriation of funds to begin Phase One of the three phase project. Ms Morris and Mr Yurk will be making a similar presentation to the Agency Board on September 13.

Mr Yurk, Bam Agency, presented conceptual signage graphics and explained the budget and proposed funding request for Phase I which focuses on wayfinding pole signage within the. The whimsical metal poles include directional signage based on the bike rack designs already in downtown. The color scheme for each sign depends on the type of asset it's pointing to, i.e., green

for parks. The project budget includes design, production, project management, and fabrication of signs, but does not include installation or maintenance.

Ms Wahrgren reviewed the Vision 2020 allocation in the Riverfront Downtown Urban Renewal Area budget. Currently, the allocation includes a beginning balance of \$83,600 in addition to the FY 2010-11 budget of \$200,000 for a total of \$283,600. The remaining funds received last year from Preserve America to install historical plaques, \$30,000, would be used for the Wayfinding Info Centers (WICs – Phase One, Part II). The Gateway signage (Phase One, Part III) funding would come out of different budget, yet to be determined.

Mr Bauer MADE A MOTION to seek Agency to support for funding for up to \$52,000 for 36 signs in Phase One, Part I of the Wayfinding Signage proposal; to endorse all three components of the project (Phases I-III); and, to consider requesting other URAs maintain this system of wayfinding in other URAs. The motion was SECONDED and PASSED UNANIMOUSLY.

## **B. Revisions to Toolbox Grant Program**

Ms Wahrgren spoke to additional criteria requested by the Board for Toolbox funding requests addressing sustainable improvements and efficiencies to a building. She reviewed the memo sent in the Board packet and explained each proposed criterion. Ms Wahrgren also explained changes to the proposed amendments will be revised prior to Agency consideration to add language for those people who use Salem Electric.

Mr Corner MADE A MOTION to amend the Riverfront Downtown Toolbox Grant Program to include energy efficiency improvements as eligible expenses, subject to criteria in memo, with a review of those revisions in six months. The motion was SECONDED and PASSED unanimously.

## **7. INFORMATION ITEMS:**

### **A. Sharrow Pavement Marking Update – Julie Warncke**

Ms Warncke reported sharrows have recently been installed on several streets in the City: on Chemeketa between Front and 14<sup>th</sup>; in West Salem on Musgrave to help with wayfinding; and on Rosemont as a step in building the bicycle network. Temporary signs will be placed identifying the markings.

### **B. Downtown Strategic Action Plan Update**

Ms Wahrgren reported the last meeting with the consultant made a lot of progress. The next Subcommittee will be held on September 2<sup>nd</sup>. The Plan will be given to the Vision 2020 Action Team on September 16<sup>th</sup>.

### **C. Parking District History**

Ms Wahrgren distributed a memo regarding the “History of Parking District”, and announced Rick Williams will be attending DAB next month to share four years of raw data.

## **8. NEW BUSINESS**

N/A

## **9. ADJOURN**

Chair Vugteveen adjourned the meeting at 3:35 P.M. The next scheduled meeting is September 23, 2010, at 2:00 PM.