

MINUTES
Downtown Advisory Board
 Thursday, January 14, 2010 – 2:00 P.M.
 350 Commercial St NE

Members Present	Members Absent	Staff Present	Guests
Dana Vugteveen - C Jim Bauer Suzi Bicknell Jeff Corner Bill Davis Sylvia Dorney Debra Edwards Jim Lewis Brian Moore Allan Pollock	Anna Peterson - E Darr Goss - U	Sheri Wahrgren – UD Sara Bratcher - UD Courtney Knox - UD Anita Sandoval – UD Vickie Woods – CD Rick Barnes - PW	Paul Gehlar Ross Swartzendruber Bill Puntney

1. CALL TO ORDER

Chair Vugteveen called the meeting to order at 2:05 PM, noting a quorum of appointed members was present.

2. APPROVAL OF AGENDA

A. January 14, 2010

Ms Bicknell **made a motion** to approve the agenda of January 14, 2010, placing the presentation by Vickie Woods at the beginning of the agenda. The motion was **seconded** and **passed** unanimously.

3. APPROVAL OF MINUTES

A. December 10, 2009:

Ms Bicknell **made a motion** to approve the minutes from December 10, 2009, as presented. The motion was **seconded** and **passed** unanimously.

4. REPORT ON COMMITTEES

A. None.

5. PUBLIC COMMENT:

There were no comments.

6. ACTION ITEMS:

A. BOLI Reserve Funding Options

At the last meeting, staff reported on a response to the Agency's request for ideas on how to spend the BOLI Reserve Funds. Ms Wahrgren reviewed the memo from the Board packet, referring to the Agency feedback from December 14, which directed staff to remove from the list locating a historical museum in the old TED Center, review the proposed projects with CANDO, look into the feasibility of paying down the Section 108 Loan Guarantee, and then bring back a refined list in early 2010. Ms Wahrgren explained, due to Federal regulations, the Section 108 Loan Guarantee can't be paid off until 2014. She will also be meeting with CANDO next week to brief them on the process and refined recommendation from this Board.

Ms Wahrgren then reviewed the matrix created to evaluate the relationship of each project with the DAB priorities, Council Goals, the URA Plan, and Vision 2020. Analysis of the projects identified the following as highest priority for possible funding with the BOLI Reserve allocation: housing; incentives for retail, restaurant, and entertainment; and, infrastructure for water and conduit to support future development and redevelopment in downtown.

Staff clarified each priority and made the following recommendation for the \$3.2 M BOLI Reserve: \$1M for Workforce Housing; \$.5M for Incentives for Retail, Restaurant, and Entertainment; and \$1.7M for Water/Conduit Infrastructure.

The Board discussed the options and made the following suggestions:

- 1) Staff contact Portland and find out what they learned over the years from the revitalization of the Pearl District that could help Salem to move forward more easily.
 - a. Staff will follow through with that suggestion and make some contacts.
- 2) Look at incentives to bring residents and businesses downtown, i.e., lower utilities, reduced cost for providing parking, etc.
 - a. Staff suggested looking at other ways of capturing those ideas, like through the Toolbox criteria. This can be discussed as a future agenda item.
- 3) Wait to make recommendations on the BOLI Reserve fund until after the Downtown Strategic Action Plan is complete.
 - a. The Board discussed this option at length, but reconsidered the Water and Conduit recommendation due to time constraints associated with the repaving schedule for the Streets and Bridges bond measure projects.
- 4) Fund the \$75,000 for the Strategic Plan from the BOLI Reserve.

Ross Swartzendruber, Salem Creative Network, commented that when considering infrastructure it would be good to think about alternatives such as sewer heat exchange; electric plug-in stations; organic energy; smart meters, etc. Ms Knox reported the City has recently applied for a \$1.2 million sustainability grant and anticipate hearing from the US Department of Energy regarding the award around March. These are stimulus dollars and will need to be spent quickly. The City anticipates spending 80% on improving energy at the municipal level and then use the savings realized for reprogramming back into efficiency projects. Twenty percent of these funds will support projects identified in the community strategy. Once the money is awarded, staff will return to the Board with more information. The City's website has more information available on the Stimulus Link.

Mr Davis made a motion to recommend the Agency Board utilize the BOLI Reserve Fund as follows: \$1.7M for the Water and Conduit project, \$75,000 to fund the Downtown Strategic Action Plan, and hold the balance until after the Plan is complete. The motion was seconded and passed unanimously.

B. Downtown Strategic Action Plan

Ms Knox reported the Plan should be complete in around six to nine months. She proposed an aggressive schedule to get a consultant under contract to perform the work.

Mr Bauer made a motion to endorse the Work Plan, proceed with the scope of work, and seek funding from the Agency from the \$3.2M BOLI Reserve. If the Agency denies that recommendation, he further recommended the funds come out of the Vision 2020 budget. The motion was seconded and passed unanimously.

7. INFORMATION ITEMS:

A. City Downtown Related Plans Review – Vickie Woods, Community Development Director (moved to the beginning of the agenda)

Vickie Woods gave a presentation on the recently completed staff review of 20 City-sponsored plans and policies affecting downtown. Some of the projects have occurred, others have been implemented but in a slightly different way than originally intended, and some have not occurred.

Ms Woods also provided an overview of the underlying zoning, use guidelines, and district definitions currently in downtown. She described the pedestrian-oriented mixed use intent and differing elements of the Edgewater, Front Street, South Waterfront, Historic, Riverfront, and Broadway Districts.

B. 2010-11 Council goals

Discussion of his agenda item was postponed due to time. Materials were provided in the packet.

8. NEW BUSINESS

- a) Board meetings will revert back to once a month in March, once budget planning has been completed.
- b) Mr Bauer announced the Vision 2020 Symposium at the Salem Conference Center on January 28 at 5:30.
- c) JC Penney has started a five month remodel. Additions to the store will include Optical and Sephora. Maurice's has also started a remodel and will be temporarily located across from Kohl's during the construction.

9. ADJOURN

Chair Vugteveen adjourned the meeting at 3:38 P.M. The next scheduled meeting is January 28, 2010, at 2:00 PM.