



**MINUTES**  
**WEST SALEM REDEVELOPMENT ADVISORY BOARD**  
Wednesday, October 6, 2010 - 7:30 A.M.  
West Salem Public Library  
395 Glen Creek Road NW



**Members Present**

Warren Bednarz-Acting Chair  
EM Easterly  
Paul Gehlar  
Tim Klarr  
Lyle Mordhorst  
Tyson Pruett  
Jennie Reisch

**Members Absent**

Teresa Campbell - A  
Alan Chen - E  
Dwayne Hilty - E  
Kristine Nelson - E

**Staff Present**

Annie Gorski – UD  
Jill Corcoran - UD  
Clint Dameron - UD  
Courtney Knox - UD  
Therese Van Vleet – UD  
John Wales - UD

**Guests**

Stephanie Malherbe  
– Crooked House Bistro  
Bob Coe - Interested Citizen  
Joan Bennett - Truitt Bros. Inc

**1. CALL TO ORDER AND APPROVAL OF AGENDA**

Acting Chair Bednarz called the meeting to order at 7:36 AM, noting a quorum of appointed members was present.

Mr Klarr **MADE A MOTION** to approve the agenda as presented. The seconded **MOTION CARRIED** unanimously.

**2. APPROVAL OF MINUTES**

Mr Easterly **MADE A MOTION** to approve the minutes of September 1, 2010, as amended: Jennie Reisch was present at the September meeting. The seconded **MOTION CARRIED** unanimously.

**3. APPEARANCE OF INTERESTED CITIZENS**

Mr Coe, a West Salem resident, voiced support for construction of a bike-pedestrian sky-bridge from the Union Street bridge path across Wallace Road, for connectivity into West Salem. He supported placing a sign on the south side of the sky-bridge to represent a West Salem gateway.

Ms Malherbe, from Crooked House Bistro, provided refreshments to thank the Board for the Toolbox program grant.

**4. ITEMS FOR BOARD INFORMATION**

Action Plan Updates and Discussion - Annie Gorski and Clint Dameron

- **Utility Analysis** (\$27,030) – Report presented in packet with recommendations for franchise and public utility upgrades. \$1.5 M recommended basic utility upgrades. \$3.5 for undergrounding utilities. The consultant recommended combining this process with other construction projects.
- **River Access Path** (\$25,100) – The conceptual design has been completed and the trail design is underway. A draft design is expected in November. Outreach to obtain feedback will be scheduled for November. Final refinement of the design and construction estimates will follow. Final approvals from the Agency will be needed before construction begins.
- **Streamline Zoning** (\$27,540) – The RFP to hire the consultant was drafted with proposals due October 15. Volunteers to form an advisory group are being solicited. An outreach plan will be developed.
- **Opportunity Fund** (\$172,690) – Analysis and recommendations by this Board to evaluate opportunities for fund use and to make recommendations to the Agency Board for property purchase or removal of barriers.
  - Mr Dameron presented a map with: properties for sale, properties with no improvement value, properties with improvement value less than the cost of the land, and properties with improvement values more than the cost of the land.

- Real Estate brokers were contacted and they were not aware of any environmental contamination.

Q. What about the property south of Edgewater? What about the property on Wallace Road in the gateway?

A. The land south of Edgewater is ODOT right-of-way and probably is not available. Assessor data can be compiled for the area extending to Wallace Road to Taggart Drive.

Q. Can the map be distributed to the board electronically?

A. Staff can provide an electronic version of the map by e-mail.

Q. Would knowing the market value of the potential properties on the map be useful?

A. Once a project is identified and a potential property has been identified an assessment would then be useful.

Once a potential site has been identified and a potential project, a master plan will need to be created to guide development. A sub-committee to review potential projects for the area was tabled until the November meeting.

- **Second Street Median** (\$105,000) – The Agency approved the next steps. The consultant has been selected and the scope of work is underway. Design options are expected for design/feasibility of customer parking on Second Street. Feedback for design options will be scheduled in November.
- **Toolbox Program** (\$290,000) – One project has been funded and one grant commitment was issued in September. The program continues to be marketed.
- **Bike/Pedestrian** (\$11,040) – The American Recovery and Reinvestment Act funded projects are underway. The downtown way-finding sign designs were presented.
- **Gateway Signage** (\$20,000) - Review of the previous design and cost estimates are being researched. Entrance sign guidelines developed by the Vision 2020 Work Group will need to be reviewed and recommended by this Board, then a consultant will be hired to design the sign and project cost estimates.
- **Festival Street** – This project is not funded in FY 10-11. It requires Board involvement to identify and partner with organizations and businesses to identify a space and plan events.

The remaining unspecified funds in the FY10-11 budget total \$263,330.

#### Sustainable Cities Initiative (SCI) Parks & East-West Connections Project - Courtney Knox

Handouts: *UO Sustainable Cities Initiative: Salem Frequently Asked Questions* and *SCI September 2010 E-Newsletter*  
Salem was selected among five cities for Fall 2010 - Spring 2011 partnership with the University of Oregon. Twenty seven courses with six hundred students, almost 80,000 hours, will be dedicated to sixteen Salem projects. Downtown parks connectivity will be evaluated to enhance pedestrian and bike safety. The UO faculty decides which projects fit into their curriculum. Capital projects may be proposed at the end of the initiative. Final projects will require refinement by architects and engineers. The students will be creating a vision. Sustainability is broad. A proposed project for West Salem is steps for implementation of a mixed-use neighborhood along Patterson Street. If the Board is interested, expenses will be drawn out of the urban renewal budget. A pedestrian sky-bridge over Wallace Road, which belongs to ODOT, would be difficult because of the necessary length, height, and impact on the land where it terminates. If you have project ideas contact Ms Gorski

#### Downtown Action Plan Update - Courtney Knox

Handout – “Framework” with a color map, Investment areas and Linkages  
Leland was hired as the consultant to create a Salem Downtown Action Plan for the Downtown Advisory Board (DAB), which will be presented to the Agency in January 2011. The Action plan will be useful for Vision 2020, SCI, DAB, and the Agency for future planning. There are 24 projects in Vision 2020 and DAB is their source of funding. The Action Plan pulls it all together. The Board agreed WSRAB and DAB should continue to communicate.

### Wayfinding System - Courtney Knox

The Vision 2020 Bicycle and Pedestrian Connections group developed a Pedestrian & Bicycles Oriented Wayfinding System which incorporates art, color, directions and signage on poles. The Vision 2020 idea is to start in the downtown core and to expand city wide. West Salem may want to use the signage which directs people to resources.

Q. Does the art on the pole reflect the sign on the pole, are they congruent?

A. The art on top, called sign blades, encourages people to look at the welcoming information sign (WIC). The signs will be used consistently. The designs are still being discussed by the Design Team, which includes: Travel Salem, Go Downtown Salem, artists, and staff from Willamette University. Urban renewal will be the funding source for the poles, art blades, and signs in the downtown core and West Salem. Funding for signs not in urban renewal areas will need to come from other sources. The poles, art blades, and information signs are fairly inexpensive.

### Key Milestones for FY 12-13 Bond - Annie Gorski

Handout: *West Salem URA Draft Timeline, Preparing for FY 11-12 Budget and FY 12-13 Bond*

Ms Gorski discussed the steps to bonding, in response to the bond discussion at a previous meeting. Steps include:

- **November 2010 - January 2011** - Review the West Salem Urban Renewal Plan, Report, and Action Plan to develop a project list.
- **January - February 2011** - Recommend FY 11-12 projects to the Agency Board.
- **March - August 2011** - Prioritize projects for FY12-13, and prepare a master resolution to present to the Agency Board for adoption
- **October 2011** - Confirm the FY 11-12 tax increment collections; recommend a prioritized project list to the Agency Board for approval.
- **November 2011 - April 2012** - Prepare FY 12-13 bond; recommend FY 12-13 projects, and complete URA plan amendments for the FY12-13 bond.
- **Target:** Prioritizing projects with costs to present to the Agency Board.

### By-Laws of the West Salem Redevelopment Advisory Board

The By-Laws sub-committee, consisting of Chair Chen, Vice-Chair Bednarz, Mr Gehlar, and Mr Easterly presented the draft By-Laws. The resolution forming the board was approved by City Council in January 2002. Since then, the Agency Board was formed and new members are appointed by the Agency Board. A staff report will go to the Agency Board for them to approve the West Salem Redevelopment Advisory Board. Several items were highlighted in the draft for discussion.

**Rule 1** - **Roberts Rules of Order (RRO) 10<sup>th</sup> edition** was selected to govern WSRAB procedures along with applicable laws of the State of Oregon. Language was included in the By-Laws to interpret RRO for use by the Board.

Q. Will the use of RRO slow projects?

A. The intent of the By-Laws was to get help the Board arrive at consensus, with RRO as a foundation.

**Rule 2 (a)** - "At the first meeting of the **fiscal** year, the Board shall elect a chair and vice chair to serve for one year." Consensus was the election of officers take place at the first meeting after the beginning of each fiscal year.

**Rule 2(b)** - "The Chair, Vice-Chair, or Temporary Chair when serving as the presiding officer may **vote, move, second and debate** from the chair, subject only to such limitations of debate as are by these rules imposed on all members, and shall not be deprived of any of the rights and privileges of a member by reason of acting as the presiding officer." Ms Van Vleet pointed out RRO describes the Chair as the person who presides over meetings, votes to break a tie, and when debating a point temporarily turns the chair over to another.

**Rule 4(b)** – “Notification of meeting cancellations, change of location, or last minute agenda changes to an agenda for a regular (meeting) shall be provided **at least 24 hours prior to the meeting.**” Notification is required by state law.

**Rule 7.1 – Attendance** - “Members are required to attend at least seventy five percent of meetings within a consecutive twelve month period.” Salem Revised Code 2.550 discusses steps that may be taken “if a member of a board, commission or committee fails to attend at least seventy-five percent of the meetings within a consecutive six-month period.” It was suggested the time period be the fiscal year.

**Definitions** - have not yet been defined.

Consensus was to return the By-Laws to the sub-committee and send additional recommendations to Ms Gorski and the sub-committee who will present the revised By-Laws at the next Board meeting.

## **5. ITEMS FOR BOARD ACTION**

Agency Arts Ordinance - Jill Corcoran

E-mailed/handouts: *Memo: Agency Art Policy and 10-1-10 DRAFT Possible Urban Renewal Agency Public Art Policy*  
City Council adopted an Art Ordinance earlier this year to foster the advancement of visual art throughout the City of Salem. On September 27<sup>th</sup>, the Agency Board directed Urban Development staff to develop an Art Policy for the Agency which complements the City’s Ordinance. Two methods were developed:

- **Option One** - Set aside one half of one percent, or one percent of West Salem’s tax increment revenue for each of the next three fiscal years to give the art program a start.

The City Ordinance created the Salem Public Arts Commission to execute, install and place the artwork throughout the City. The Arts Commission would purchase the art under either option for the Agency. The art would be “fixed” and placed within the funding urban renewal area. Permanent public art is an allowable urban renewal project under Oregon Revised Statutes 457; however West Salem’s Urban Renewal Plan would need to be amended.

Mr Easterly **MADE A MOTION** supporting 1% of a building project. Mr Gehlar seconded the motion.

Ms Corcoran went on to explain:

- **Option Two** - Adopt a policy which would mimic the City Ordinance. The policy would require one half of one percent of a public improvement project costing \$100,000 or more to be set aside for public art.

**Discussion:** Mr Easterly suggested waiting until a project has been identified. Ms Corcoran stated the difference between the City policy and the proposed Agency policy is that the City puts in half of one percent and the Agency would put in the same for art in an urban renewal area tied to a building project. Also, if Option One is chosen and funds are set-aside, the Urban Renewal Plan should not have to be amended. If Option Two is chosen with one percent (1%) of a public improvement project costing over \$100,000 the Board may want a specific art project tied to that specific building project and the Plan would need to be amended. Staff is requesting a recommendation.

Q. Would other public improvements need to set aside art funds also?

A. Improvements such as right-of-way and utilities are not included. Only improvements to public buildings costing \$100,000 or more would be required to set aside funds for art.

Q. Would projects utilizing \$100,000 Toolbox funds qualify for the art set aside?

A. No, just public buildings.

Mr Gehlar noted Option One funding is not tied to a project. Ms Gorski noted there are no public buildings projects stated in the West Salem Urban Renewal Plan.

Mr Easterly **MADE A SIDE MOTION** to extend the meeting by 5 minutes, to 9:05. The seconded **SIDE MOTION CARRIED** unanimously.

Mr Easterly **AMENDED HIS FIRST MOTION**, to adopt Option Two, at one half of one percent of a public improvement project costing \$100,000 or more. Mr Gehlar didn't agree. He advocated for Option One at one percent. Ms Reisch seconded the amended motion.

There was no additional discussion. Acting Chair Bednarz called the question.

Mr Gehlar, Mr Mordhorst, and Mr Klarr voted against. Mr Easterly, Mr Pruett, and Ms Reisch voted in favor of the motion. Acting Chair Bednarz broke the tie in favor of the amended motion. The **MOTION CARRIED** to adopt Option Two at one half of one percent.

#### **6. APPEARANCE OF INTERESTED CITIZENS**

None

#### **7. NEW BUSINESS**

None

#### **8. ADJOURNMENT**

Vice Chair Bednarz adjourned the meeting at 9:05 AM. The next meeting is scheduled for November 3, 2010.

Department web site: [www.cityofsalem.net/UD](http://www.cityofsalem.net/UD)

Transcribed by: Therese Van Vleet: 503.588.6178, [tvavleet@cityofsalem.net](mailto:tvavleet@cityofsalem.net) | tape recorded.

Reviewed by: Anita Sandoval

Edited by: Annie Gorski