Downtown Advisory Board

12:00 P.M. -1:30 P.M. on July 23, 2026, In-Person at 350 Commercial St NE

Si necesita ayuda para comprender esta información, por favor llame 503-588-6178.

PARTICIPANTS

BOARD MEMBERS
Laurie Miller, Chair
Kirk Sund, Vice Chair
Scott Hossner
Christina Jensen
Rory McManus
Angie Oven
Ernesto Toskovic
Abigail Whalen
Eddie Zapien
Vacant: Institutional organization
Vacant: RDURA resident

STAFF
Tory Banford, Project Manager
Melissa Owens, Admin Analyst
Derek MacArthur, Program Manager
Beth Kincaid, Program Manager
Courtney Knox Busch, Chief Strategy Officer
Kara Hall, City Traffic Engineer

AGENDA

1. Welcome
2. Call to Order
3. Approval of Agenda
4. Approval of May 28, 2026, meeting minutes
5. Public Comment (appearance of persons wishing to address the Board on any matter other than those which appear on the agenda)
6. Action Items
    a) Cancel the August 27 meeting for summer break?
7. Information Reports
    a) ODOT Center Street bridge seismic retrofit
    b) Bloomberg-Harvard collaborative study
    c) Salem Mainstreet Association update
    d) Downtown pedestrian safety
    e) Art wraps
    f) Next meeting topics
8. Adjourn

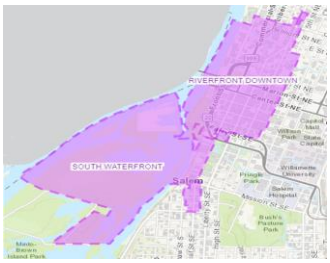
Next Meeting: August 27 or September 24, 2026

This meeting is being conducted In-Person only. No virtual participation is possible. Interested persons may view the meeting online on YouTube, and the public may attend in person. Please submit any written comments on agenda items no later than 5 p.m. one day prior to the day of the meeting at DAB@cityofsalem.net.

Special accommodations are available, upon request, for persons with disabilities or those needing sign language interpretation, or languages other than English. To request accommodations or services, please call 503-540-2371 (711 for Relay) at least two business days in advance.

It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, source of income

and housing status, as provided by Salem Revised Code 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, Americans with Disabilities Act of 1990, and related statutes and regulations, in all programs and activities.



CITY OF Salem AT YOUR SERVICE

MEETING MINUTES
Downtown Advisory Board

Thursday, May 28, 2026, at 12:00 P.M.
350 Commercial St. NE, Salem OR

1. & 2. WELCOME & CALL to ORDER

Having achieved a quorum, the meeting was called to order at 12:02pm.

A. MEMBERS:	Laurie Miller *(Chair)*, Kirk Sund *(Vice-Chair)*, Rory McManus, Scott Hossner, Christina Jensen, Angie Oven and Abigail Whalen
B. ABSENT:	Allan Pollock, Kiana Chase, Eddie Zapien *(excused)* Ernesto Toskovic *(unexcused)*
C. VACANT:	Institutional Organization - Agency
D. STAFF:	Tory Banford, Project Manager Melissa Owens, Admin Analyst Derek MacArthur, Program Manager Beth Kincaid, Program Manager Sara Long, Project Manager
E. GUEST(S):	n/a

3. APPROVAL of AGENDA

A. MOTION:	Approve the agenda.
B. MADE BY:	Board Member Christina Jensen.
C. SECOND BY:	Board Member Rory McManus.
D. ACTION:	Motion passed by unanimous vote.

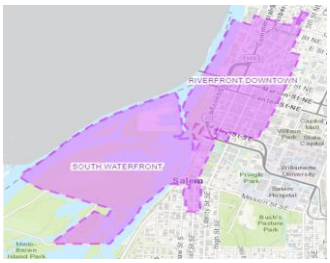
MEMBER	VOTE
Christina Jensen	*Aye*
Abigail Whalen	*Aye*
Kirk Sund	*Aye*
Rory McManus	*Aye*
Kiana Chase	-
Laurie Miller	*Aye*
Ernesto Toskovic	-
Angie Oven	*Aye*
Eddie Zapien	-
Scott Hossner	*Aye*
Allan Pollock	-

4. APPROVAL of MINUTES

A. MOTION:	Approve the Minutes of April 23, 2026.
B. MADE BY:	Board Member Scott Hossner.
C. SECOND BY:	Board Member Angie Oven.
D. ACTION:	Motion passed by unanimous vote.

MEMBER	VOTE
Christina Jensen	*Aye*
Abigail Whalen	*Aye*
Kirk Sund	*Aye*
Rory McManus	*Aye*
Kiana Chase	-
Laurie Miller	*Aye*
Ernesto Toskovic	-
Angie Oven	*Aye*
Eddie Zapien	-
Scott Hossner	*Aye*
Allan Pollock	-

5. PUBLIC COMMENT *(none)*



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6. ACTION ITEMS *(none)*

7. INFORMATION REPORTS

A. North Waterfront Urban Renewal Area

On May 18th, the Urban Renewal Agency met to review the process to establish a new URA, "North Waterfront", which will span the east bank of the Willamette River beginning at the northern border of Riverfront Downtown URA and ending at the Salem-Keizer boundary. The process to create North Waterfront URA is expected to be complete by 2027.

B. Project Update: Salem URAs

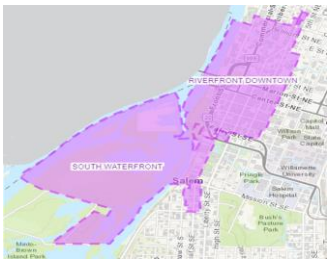
North Gateway URA – Like downtown grants, rehab/improvement grants assist in development across NGURA, namely the Don Froylan Cheese Factory. In combination with utility funds and a recent bond project, major updates are underway on the Silverton Rd corridor (between 17th St and Williams). Combining several projects has allowed the URA to partner with other departments and funding sources to affect greater change.

McGilchrist URA – McGilchrist St (between 21st and 25th St) updates were funded by many different sources to accommodate the intricacy of intersection between traffic, rail roads and utility infrastructure in this location. Once landscaping is installed, Phase 2 will be complete. Phase 3 will extend improvements from 12th to 19th St.

Riverfront Downtown URA

- Streetscape is currently in phase 5b, which includes the opposite side of Chemeketa St. Phase 6 will focus on both sides of Liberty St.
- The Marion parkade improvements are underway, which include new signage, lighting and better visibility for greater security. The parkade remains open during construction.
- The grant program is working to support new and existing business within the downtown area.
- Block 50 environmental sampling and remediation are underway. Developers are working on proposals. We should know more in June.
- Block 45 prospective developers are seeking to reconcile their building plans with financing options. Located directly north of the new Pringle Creek connection path, there is opportunity for integration with this new feature.
- Mill Creek Corporate Center returned an immediate benefit by facilitating new business development within a new industrial campus.

West Salem URA – 2nd St NW to Front St connection installed where abandoned factories created blight for decades.



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C. Next Meeting Topics
- Salem Main Street Association
- Downtown pedestrian safety study
- Last meeting of fiscal year.

8. ADJOURN

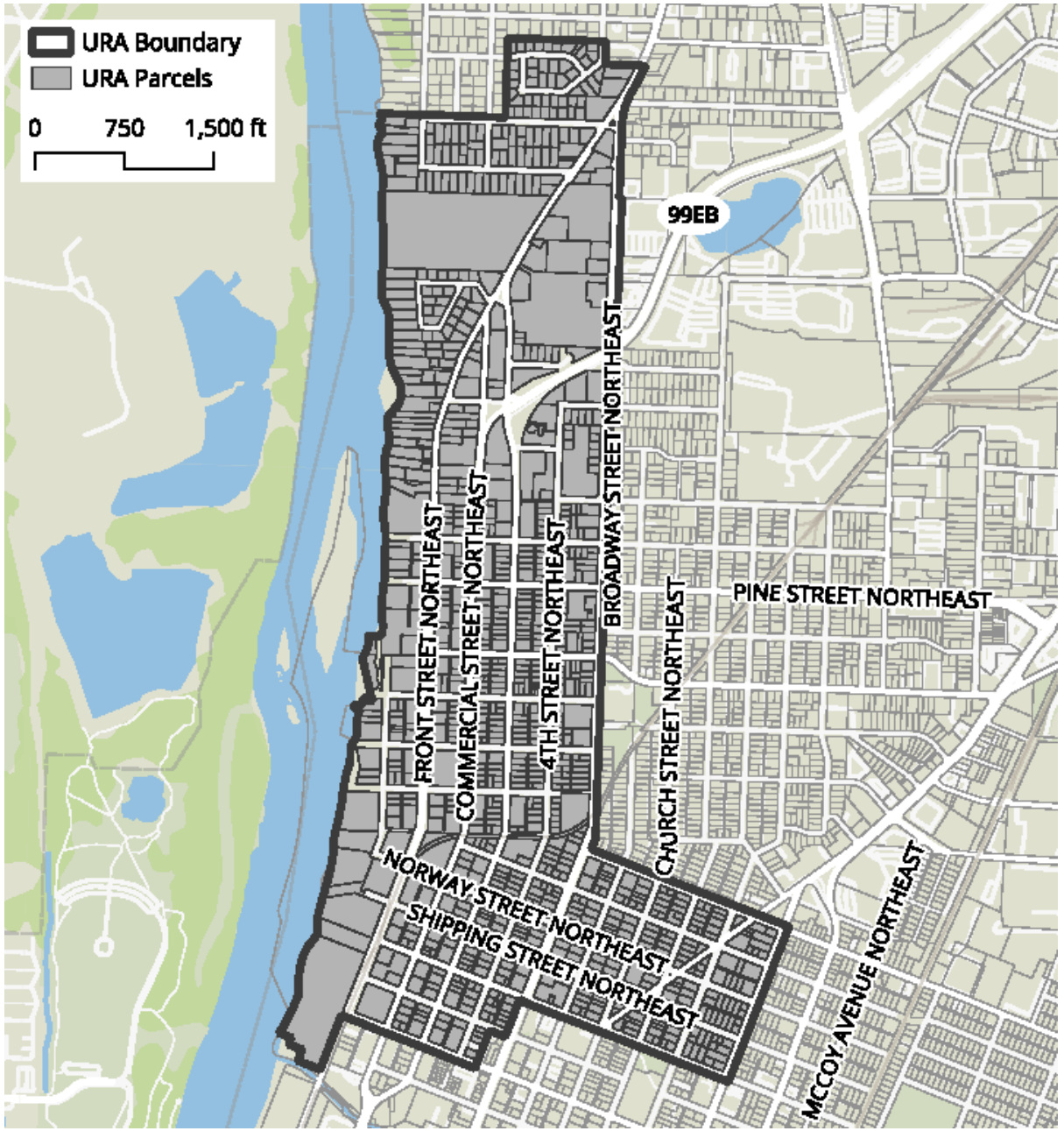
With no further business, the meeting was adjourned at 1:07 pm.

NEXT MEETING DATE: June 25, 2026

Proposed North Waterfront URA

- **Agency Authorized Preliminary Review Spring 2024**
- **Agency Update September 2025**
- **421 Acres (1.3% total city acres*)**

**Based on City of Salem GIS Information March 2026*



CITY OF Salem AT YOUR SERVICE

Proposed North Waterfront URA History

2010	Sustainable Cities Initiative
2011	Downtown Strategic Action Plan
2016	Revisited Downtown Strategic Action Plan
2025	Housing Production Strategy
2026	City of Salem Strategic Plan

Salem’s Urban Renewal Capacity

- Approximately 3.7% of Salem acreage is within active URAs
- Approximately 1.7% of property value is within active URAs
- State statute allows up to 15% acreage and 15% property value
- Several existing URAs have reached maximum indebtedness

Proposed North Waterfront URA

- **Proposed Projects:**
  - Front Street Infrastructure
  - Creek Improvements
  - Rail Crossing Improvements
  - Environmental Remediation
  - Grant Program for Capital Development
  - Multi-Family Housing

Conclusions

- Maximum indebtedness of $199M could be achieved with an estimated 33 years of TIF revenue
- With future inflation, purchasing power of maximum indebtedness in today's dollars is estimated to be $109M
- TIF revenue starts slow but grows over time. Zero revenue in FYE 2027, and only $100,000 in FYE 2028. Potential for millions per year in the future.
- Slow start and long timeframe for TIF provides an incentive to start early, allowing capacity to build up before development opportunities arise.

PARK SALEM MONTHLY REPORT

as of April 16, 2026

Parking Resource Summary		Budget Summary	Actual	25-26 Budget	% of YTD**
Total On-Street Parking Spaces	1,106	Liberty	$320,747	$263,000	122%
Free Customer Off-Street Parking Spaces	1,072	Chemeketa	$203,068	$165,000	123%
Customer 30-Minute Spaces	32	Marion	$90,806	$63,000	144%
Remaining spaces loading zone,ADA,motorcycle		Riverfront	$1,520	$7,700	20%

	Total Parking Spaces	Total Free Customer	Free spaces as a % of total spaces	Total Number of Permits for Sale	Permits Sold	Permits sold as a % of total permits
Liberty Parkade*	370	106	29%	431	374	87%
Chemeketa Parkade*	619	281	45%	366	395	108%
Marion Parkade*	1,052	525	50%	564	194	34%
Riverfront Park	238	160	67%	104	18	17%

**Daily permits are not factored into total number of permits for sale.*

Daily Permits Sold Liberty	50
Daily Permits Sold Chemeketa	21
Daily Permits Sold Marion	0
Daily permits are not sold at Riverfront Lot	

Downtown On-Street Numbers to be Provided on a Quarterly Basis

PARKING SERVICES
OPERATIONS QUARTERLY REPORT
FY 2025-2026

Event	Q1			Q2			Q3			Q4			FY
	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Totals
Total Credit Card Collected	$187,417.20	$225,710.49	$220,032.76	$241,208.30	$188,809.30	$181,961.13	$217,756.24	$249,675.14	$209,590.86	$238,397.89	#########	#########	$2,616,512.34
Total Coin Deposits	$0.00	$0.00	$13,822.63	$17,641.61	$0.00	$35,285.80	$0.00	$18,008.33	$0.00	$35,873.36	$11,430.71	$18,605.36	$150,667.80
Capitol Mall Revenue	$59,925.76	$62,511.95	$67,473.25	$71,165.52	$56,325.25	$59,055.19	$63,485.84	$97,916.37	$73,249.49	$58,527.76	$49,986.26	$52,265.36	$771,888.00
Capitol Mall Transactions	16,411	16,279	17,103	18,644	14,736	17206	17,085	22,096	23,278	18,285	15,081	15,948	212152
Capitol Mall Average Park Time	2.22	3.15	2.46	2.32	2.36	2.18	1.28	2.58	2.12	2.20	2.12	2.18	2.26
Capitol Mall App. Transactions	727	1,494	2,161	2,512	2,161	2,537	3,039	3,700	3,774	3,257	2409	2683	30454
Library Revenue	$54.74	$57.72	$91.48	$141.58	$117.54	$108.50	$119.56	$97.64	$69.88	$132.65	$63.81	$117.04	$1,172
Library Transactions	44	50	50	68	60	54	54	57	38	63	46	44	628
Library Average Park Time	1.24	1.79	1.14	1.28	1.33	1.20	1.28	1.08	1.50	1.30	0.54	1.45	1.26
Downtown Revenue	$156,201.90	$209,233.71	$198,707.85	$219,210.41	$174,173.93	$203,937.96	$204,791.54	$201,761.33	$234,470.38	$240,765.49	#########	#########	$2,507,569
Downtown Transactions	59,138	81,738	75,767	83,130	66,117	79,314	75,734	74,100	87,098	88,805	85,968	86,053	942,962
Downtown Average Park Time	1.76	2.33	1.40	1.46	1.44	1.42	1.38	1.48	1.46	1.44	1.44	1.44	1.54
Downtown App. Transactions	10,788	15,206	16,680	19,159	16,578	19,636	20,248	19,459	22,990	23,967	22,580	22,522	229813
Municipal Lot Revenue	$3,592.18	$4,439.90	$4,293.06	$5,855.40	$4,260.53	$4,154.27	$4,402.94	$5,081.31	$5,038.78	$5,058.64	$4,486.73	$4,977.47	$55,641
Municipal Lot Transactions	1,101	1,410	1,369	1,727	1,212	1,330	1,310	1,589	1,542	1,640	1,512	1,561	17,303
Municipal Lot Average Park Time	2.10	2.16	2.30	2.16	2.24	2.06	2.16	2.08	2.18	2.04	1.56	2.48	2.13
Municipal Lot App. Transactions	26	36	99	148	92	174	175	177	201	233	209	203	1773
North Garage Revenue	$947.64	$1,189.54	$765.50	$1,098.73	$868.75	$1,152.43	$1,147.22	$1,426.62	$1,609.05	$2,191.65	$2,349.04	$1,680.47	$16,427
North Garage Transactions	361	463	270	407	355	508	455	527	609	870	905	514	6,244
North Garage Average Park Time	1.45	2.03	1.54	1.48	1.38	1.32	1.40	1.54	1.44	1.45	1.44	2.12	1.55
North Garage App. Transactions	33	45	46	52	33	74	77	68	103	173	201	121	1026
Downtown Revenue Totals	$160,741.72	$214,863.15	$203,766.41	$226,164.54	$179,303.21	$209,244.66	$210,341.70	$208,269.26	$241,118.21	$248,015.78	#########	#########	$2,579,636.88
Help Desk Tickets (Phone)	161	132	148	89	103	48	73	131	163	140	97	144	1429
Web Complaints													0
# of Abandon Vehicle Help Desk													0
# of Refunds	3	0	1	0	2	1	2	1	0	1	1	0	12
Total Amount of Refunds	$40.68	$0.00	$8.75	$0.00	$7.50	$13.05	$5.35	$8.50	$0.00	$1.50	$7.50	$0.00	$92.83
# of Tickets Issued	696	2,200	2,100	3,650	2,316	1,909	963	3,062	2,962	3,125	3,942	2,670	29,595
# of Dismissals	0	13	11	5	4	9	4	27	24	20	30	23	170
# of Voids	41	139	118	148	104	102	52	7	173	156	168	110	1,318
# of e-Chalks	14,271	15,523	10,742	17,156	14,138	24,645	15,859	21,729	23,220	21,875	23,720	18,001	220,879
# of Warning Issued	441	552	245	345	221	726	575	366	383	345	279	285	4,763
# of Boots Issued	0	0	1	0	5	2	2	11	2	1	0	0	24
# of Vehicles Towed	1	4	0	2	2	4	1	4	2	3	2	6	31
Citations Issued	$26,795.00	$74,215.00	$68,280.00	$118,540.00	$76,440.00	$65,630.00	$33,820.00	$107,370.00	$99,755.00	$107,255.00	#########	$92,915.00	$1,001,830.00
Downtown Parking District													
Visitor/Customer Only	112	166	19	8	13	120	56	68	35	75	48	78	798
Visitor/Customer Only Warning	33	101	13	6	2	160	24	86	50	85	22	81	663

** All Revenue showed includes coin placed in meter *Not all coin has been collected and put in the bank **

Significant Events			
Q1	Q2	Q3	Q4
	3 new employees started beginning of Nov.		Hired a new employee - Lost an employee
	Ran out of envelopes - Assisting customers and issuing warnings		Hired 2 new employees