



# City of Oregon City

625 Center Street  
Oregon City, OR 97045  
503-657-0891

## Meeting Minutes - Final

### Urban Renewal Commission

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Wednesday, November 18, 2015

5:30 PM

Commission Chambers

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#### 1. Call to Order and Roll Call

*Chair Smith called the meeting to order at 5:31 PM.*

**Present:** 4 - Carol Pauli, Rocky Smith, Brian Shaw and Dan Holladay

**Absent:** 2 - Derrick Beneville and Renate Mengelberg

**Staffers:** 5 - Tony Konkol, Eric Underwood, Kattie Riggs, William Kabeiseman and Wyatt Parno

#### 2. Citizen Comments

*There were no citizen comments.*

#### 3. Adoption of the Agenda

*The agenda was adopted as presented.*

#### 4. General Business

##### 4a. Downtown Oregon City Association Sign Grant Proposal

*Eric Underwood, Economic Development Manager, said the Commission had requested more discussion regarding the idea of a micro sign grant proposal for downtown.*

*Jonathan Stone, Executive Director of the Downtown Oregon City Association, shared a short video of the model program he was basing the grant proposal on. There had been a focus on big changes downtown, and now there needed to be a focus on smaller changes that would help the retail sector succeed. Some of the implementation might be unconventional as it was more business specific, but it was a district wide investment that would enhance the overall value of the district and the learning and outcomes from the process would be sustained.*

*Commissioner Pauli thought business retention and placemaking was important and liked that the proposal included art.*

*Commissioner Shaw said there were already signs downtown, how was this proposal different? Mr. Stone explained they were stock signs whereas in this proposal businesses would claim their individuality. A number of professionals were interested in participating. It was about looking at each business and what was the most important investment to enhance their visibility.*

*Commissioner Holladay thought these signs could be a piece of Oregon City history in the future.*

*Mr. Stone said for the design of the signs, he hoped to get as much of the professional services donated as possible. The goal was to start with 10 signs for the \$20,000 micro sign grant and combine it with the Metro Enhancement Grant funds.*

*Commissioner Smith asked about the criteria and who would approve the grant applications. He was concerned about tenant signs and the turnover in businesses. He agreed that placemaking signage was important, but he thought it should be done in a way that was not tenant based.*

*Mayor Holladay thought there needed to be more details fleshed out before the Commission could allocate the funds. They had to be careful how Urban Renewal dollars were spent. There needed to be a group of designers and fabricators ready to go and a process for approving the signs including being in business for one or two years before businesses qualified.*

*Mr. Stone thought all of the concerns could be addressed. It could be a loan instead of a grant for young businesses. He could take the feedback and present a sounder plan at a later date. He also intended to do more fundraising for the Downtown Association as well.*

*Mr. Underwood appreciated the concept, but agreed the Commission should proceed with caution as it would be allocating public funds to promoting and marketing an individual business. There was an EID subsidy based on a list of projects. This was coming in at a later date and there were other projects that had been eliminated and it would not be fair to allocate funds to this project when it didn't go through the initial evaluation.*

*Mr. Stone said the expectation was the businesses would match the grant funding they received.*

*William Gifford, resident of Oregon City, thanked Downtown Oregon City for the creative idea. He thought it would increase the value of the district. Signage was a form of advertising and advertising was difficult to measure. If there was concern regarding public response to expenditure of funds for advertising, it would be hard to measure how it increased the value of the district. Had other Urban Renewal Districts used this program? Mr. Stone did not know the answer.*

**A motion was made by Commissioner Holladay, seconded by Commissioner Shaw to direct the Downtown Oregon City Association to flesh out the sign grant proposal and bring it back to the Commission. The motion carried by the following vote:**

**Aye:** 4 - Carol Pauli, Rocky Smith Jr., Brian Shaw and Dan Holladay

**4b.**

**Possible Dedication of a Portion of 922 Main Street Prior to Sale of Property**

*Mr. Underwood said Urban Renewal owned 922 Main Street and had been trying to sell the property for some time. One of the issues was the railroad right-of-way and a survey had been done to identify the right-of-way. It was discovered that a portion of the property went underneath Singer Hill Road that had never been dedicated. He requested approval to proceed with the formal dedication process. He explained the location of the dedicated area.*

*Bill Kabeiseman, City Attorney, said when this was brought back to the Commission it would include an accurate map. The Commission as the owner of the property had to approve starting the dedication process.*

*Mr. Gifford thought this property was much more valuable and useful if the City could find a way to provide access to the back of the lot. This was a gateway to the City.*

*Mayor Holladay said that property was privately owned, and he was not comfortable using eminent domain.*

*There was consensus to move forward with the dedication process.*

## **5. Future Agenda Items**

*Commissioner Pauli suggested a discussion regarding looking at the 10th and Main property as a gateway and not selling it or only selling a portion of it. Mr. Underwood said the survey work needed to be done first and then he would come back with options for the Commission.*

## **6. City Manager's Report**

*There was no City Manager's report.*

## **7. Adjournment**

*Chair Smith adjourned the meeting at 6:29 PM.*

*Respectfully submitted,*

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*Kattie Riggs, City Recorder*