



CITY OF DALLAS
Urban Renewal Advisory Committee
Dallas City Hall
187 SE Court Street, Dallas, Oregon 97338
Tuesday, March 3, 2015 – 5:30 p.m.

1 **MINUTES - DRAFT**

2 Members Present: Chair Rich Rohde, Nancy Adams, Bob Brixius, Brian Dalton, Jim Fairchild, Ken
3 Jacroux, Joe Koubek , David Shein and LaVonne Wilson,

4 Absent: None

5 Visitors: Bob Brannigan, Mark Sturtevant, Katherine Ross, Beverly Shein, Sue Rohde

6 Staff: Community Development Director Jason Locke, Planner Suzanne Dufner

7 **CALL TO ORDER**

8 Chair Rich Rohde called the meeting to order at 5:30 p.m. A correction was made to the agenda to
9 delete item #3 – Election of Chair and Vice Chair.

10 **APPROVAL OF MINUTES**

11 The minutes of the January 6, 2015 meeting were presented and approved with corrections.

12 **PUBLIC COMMENTS**

13 There were none.

14 **OLD BUSINESS**

15 Jason Locke noted that all of the projects currently underway are on track including the sidewalk
16 projects on Mill and Court streets, the electrical upgrades on the Courthouse lawn, the informational
17 sign and banner poles. One of the issues that came up during the design of the Mill Street project is the
18 function and maintenance of the pervious concrete areas. A couple of the pervious concrete areas in
19 the 800-900 blocks of Main Street are not functioning properly despite multiple attempts to clean them
20 out. The City is doing some testing to try and determine if there's a construction defect and if so, contact
21 the contractor about the defect. To date there have not been any issues with the pervious concrete
22 used on Court Street, other than aesthetic concerns. The City is hesitant to use the same material as the
23 800-900 blocks because the Mill and Court Street projects are located on the shaded side of the street
24 and are more likely to become clogged. Mr. Locke noted another option would be to use a slot grated
25 system but that this is likely to be more of a maintenance issue. Committee members expressed a
26 desire to avoid a slot grated system, and to consider using the same material as the Court Street project
27 if it functions properly, and the issue with the pervious pavement on Main Street cannot be resolved.

28 Mr. Locke provided an update on the old Armory building site. The owner is in the process of
29 completing the required monitoring to make sure there are no pollutants migrating from the site. There
30 will probably be one or two more inspections on the site in the future. A question was raised regarding
31 the approximate date when the Urban Renewal Agency would take possession of the site. Mr. Locke
32 responded probably within 12 to 18 months. David Shein asked whether the Urban Renewal Agency
33 (URA) was reserving funds for the purchase of the Armory site. Mr. Locke responded they were.

34 Mr. Rohde asked whether any of the current projects would be carried over to the next fiscal year. Mr.
35 Locke responded that all of the projects should be completed by the end of this fiscal year (June 30,

36 2015). Joe Koubek noted that the City of Salem Public Works may be a resource for securing banner
37 poles. Staff will look into the issue and report back next month.

38 Suzanne Dufner provided an update on the Urban Renewal Façade Grant Program for the 500 to 900
39 blocks of Main Street. The grant application submitted for the Locksmith building has been approved
40 for \$9,700 to repaint the building, replace windows and to make repairs to the exterior masonry. A
41 question was raised regarding whether the grant included any changes to the building signage. Ms.
42 Dufner indicated it did not, but that staff has been making property owners aware of the State's
43 Diamonds in the Rough Grant opportunity in case they want to increase the funding available for their
44 projects. Staff also approved a grant to the House of Floors building located in the 600 block of Main
45 Street to repaint the building and make repairs to the exterior façade in the amount of \$7,100. The City
46 received a third grant application from Pressed to make improvements to the special event building next
47 to Dominos and install a projecting sign. There is an outstanding building permit on the property that
48 needs to be resolved along with additional information needed to deem the application complete. City
49 staff also met with the owner of the Majestic building who is interested in submitting a grant application
50 in the near future. Mr. Locke noted the funds available under the current fiscal year would be exhausted
51 with the Pressed application and that there may be another grant project on the horizon for a very
52 prominent building in the Downtown.

53 Mr. Koubek asked whether the Ford Foundation sign in the Downtown was accounted for in the current
54 fiscal year budget. Mr. Locke responded that it was and that they should submit a request for payment
55 before June 30, 2015.

56 **NEW BUSINESS**

57 Mr. Locke provided an overview of the FY 2015-2016 budget and noted the Urban Renewal Advisory
58 Committee's role was to make a recommendation to the Urban Renewal Agency. The total funds
59 available for projects is small due to existing debt service obligations. Mr. Locke went over a handout
60 that explained the current budget situation for 2015-2016 and noted approximately \$42,000 was
61 available for projects. Committee members were asked to help prioritize the list of four items to
62 potentially fund (façade grants, streetscape projects, preliminary design work for the Armory site, and a
63 RARE Intern). Mr. Locke noted there is not carryover funds for façade grants for next year, and that the
64 amount of funds needed for streetscape projects would make it difficult to complete a half block
65 segment. The preliminary design work for the old Armory site would provide funding to get a head start
66 for architectural and design services to show potential project partners what the URA is looking for on
67 the site. A proposal for the RARE Intern Program was sent out prior to the meeting.

68 Mr. Rohde thought the Mayor put together a great proposal for the RARE intern and that this work
69 would provide a lot of advantages for URDAC and the Downtown Development Association (DDA). The
70 DDA is just getting started and does not have a lot of income yet. Mr. Rohde thought the organizations
71 (e.g. City of Dallas, Chamber, Visitor's Center, DDA, Economic Development Commission) that may
72 participate in the supervision of the intern should also participate in the project funding.

73 Councilor Jim Fairchild thought they should look at the things that have been started and continue the
74 items they can afford such as streetscape projects, and façade grants that will increase the value of the
75 Urban Renewal District (URD). He is okay with using a portion of the funds for the Armory site. The
76 RARE intern would be nice to have but it seems like more of a luxury given the amount of funds available
77 at this time.

78 Councilor LaVonne Wilson was in favor of having two façade grants and was not sure about what a
79 streetscape project would entail. Mr. Locke commented that it could include things like street furniture,
80 repairs to existing sidewalks, and other types of small scale enhancements. Councilor Fairchild asked if
81 artwork would fall under this category. Mr. Locke said he believed it could fall under this category.

82 Councilor Wilson thought the old Armory site needed to be prepared for development. She expressed
83 concerns regarding the amount of money for a RARE intern for a one year project and hoped they could
84 accomplish everything that needs to be done during that time. Funding for the RARE intern needs to be
85 split more evenly with the project partners. The \$22,000 cost for the RARE intern does not include
86 office space and equipment.

87 A question was raised regarding whether the eventual sale of the old Armory site into private ownership
88 would result in increased revenue to the URD. Mr. Locke noted urban renewal sites are generally not
89 sold at fair market value in an attempt to entice development on the site in a manner that is consistent
90 with the goals of the URD. By selling the site into private ownership, there will be an incremental
91 increase to the urban renewal fund in the long term when the site is developed. Mr. Rohde asked
92 whether the \$125,000 sales price was firm. Mr. Locke confirmed that it was as far as he knew.

93 Mr. Shein noted the purpose of urban renewal is to increase property values in order to increase the tax
94 increment revenue that can be used to do more projects. The RARE intern offers the greatest leverage
95 and is the most future oriented project to help with the objectives of the URD. He supported the notion
96 of defraying the costs of the RARE intern through participation by other project partners.

97 Bob Brixius commented that they should do the projects that will result in the most bang for their buck.
98 It has been hard to get participation in the Façade Grant Program but he would hate to see it go away.
99 The incremental upgrades for streetscapes have been helpful. The RARE program is a good program to
100 have, although previous efforts to fund a downtown manager have not lasted when the funding went
101 away. Mr. Rohde commented that the main function of the RARE person is to train the Downtown
102 Association to be able to carry on the work after they are gone.

103 Nancy Adams commented that it was nice to see the façade grants finally being used and that the RARE
104 intern opportunity looks very inviting, although it is a large amount based on the total funds available.
105 She has concerns regarding the number of partners that will be providing guidance to the intern. It
106 makes sense to take a closer look at the amount of match provided for the RARE intern. She agrees with
107 the futuristic look of obtaining support from a RARE person. The EDC and City are coming from the same
108 pot of money and the EDC does not have a separate pot of money. She recommended taking a serious
109 look at the RARE intern and continuing the Façade Grant Program.

110 Ken Jacroux commented that he was encouraged by the Façade Grant Program participation and felt
111 they should try more next fiscal year. The streetscape projects can take a rest, except for some small
112 projects. The old Armory site will hire their own architect/designer and that work will be paid for by the
113 purchaser. He is 100 percent in favor of the RARE intern and believes this is the missing piece needed to
114 help improve and fill building spaces Downtown.

115 Mayor Brian Dalton commented that the intent of the RARE intern program is to get the community
116 leadership involved and the number of participants can grow or shrink. He's talked to a lot of folks
117 about the RARE Program and found it to be tremendously successful and transformative to rural
118 communities in Oregon. The position is heavily subsized and a very good deal.

119 Joe Koubek asked whether the budget would be stagnant over the next cycles. They might want to
120 consider falling back to a reduced match amount for the Façade Grant Program. Regarding streetscape
121 projects he does not want to see projects funded that need to be ripped out later. He supports the DDA
122 but wants to see more "skin in the game" from the RARE intern project partners. Mr. Koubek sees the
123 Armory design work as lower on the priority list of projects.

124 Mr. Rohde proposed making a recommendation to the URA with the following request: Façade Grant
125 Program \$10,000; Streetscape Projects \$6,000; Armory Design Work \$10,000; RARE Intern \$16,000.
126 Discussion ensued regarding the structure of the Façade Grant Program. Mr. Locke noted the
127 committee can make changes to the program at a later date.

128 Mr. Koubek and Mr. Shein indicated they liked Mr. Rohde's recommendation with the exception of the
129 Armory design work. A question was raised regarding what the funds would be used for. Mr. Locke
130 clarified the funding would provide a place to start soliciting proposals for the Armory site and possibly
131 include some building renderings to show people what the URA was interested in seeing on the site in
132 order to provide developers with increased certainty about the site. The funding could probably be
133 decreased or delayed until FY 2016-2017. The Committee recommended postponing funding for the
134 Armory site design work and not including any funding for it in FY '15-16.

135 Mayor Dalton noted they needed to show a solid funding commitment in order to secure a RARE intern
136 under the application timeline. Funding could be backstopped by the URA until such time as other
137 funding becomes available from other project partners.

138 Bob Brannigan with the Dallas Chamber of Commerce commented on the complexity of the issue at
139 hand and questioned how much resources could be further divided in a small community. He has
140 concerns that a graduate person may not have a lot of political experience, and that finding a person
141 that fits the job description may not be easy as it seems. He is not against the idea, and would love to
142 see it happen but before the Chamber can support the idea they have a lot more questions that need to
143 be answered. He's concerned about splitting the limited resources between organizations and about the
144 amount of volunteer time and effort it takes to support a separate community organization. He's
145 interested in where we can put resources to drive the engine most effectively and what a possible
146 relationship between the organizations would look like.

147 Mark Sturtevant, President of the DDA spoke of the many interests that cross over between the DDA
148 and Chamber. Overall the DDA is very concerned about the vibrancy and beauty of the Downtown. He
149 recently contacted the Dalles about their RARE person experience and he learned the City was so
150 excited about the momentum generated by the RARE person that they hired the person after the one
151 year intern period was over. He had over two pages of what the person did for the Dalles Main Street
152 Program. The DDA is a growing member organization without many resources; however, he believed
153 that within one or two months the DDA could give \$1,000 from their membership dues to support the
154 RARE person. He appreciated the comments regarding the long-term effects the RARE person would
155 have on the City.

156 Mr. Rohde requested the formation of a subcommittee for the RARE project to notify and solicit other
157 organizations for support funding. Mr. Rohde asked Mr. Shein, Mr. Jacroux, Mayor Dalton and Mr.
158 Koubek to serve on the committee, with Mr. Koubek to serve as chair subject to his availability. Mr.
159 Rohde restated the previous recommendation for funding: Façade Grant Program: \$10,000; Streetscape
160 Projects: \$10,000; RARE Intern: \$22,000.

161 A motion to accept the recommendation was made by Mr. Shein and seconded by Mr. Koubek.

162 Mr. Jacroux asked Bob Brannigan whether the Chamber would possibly consider participating in the
163 RARE intern program. Bob Brannigan indicated yes it was possible but more information was needed.
164 Currently the DDA is not a member of the Chamber and more discussion is needed to understand the
165 relationship between the two organizations.

166 Mayor Dalton provided an outline of the budget schedule. The URA Board is meeting on March 16th to
167 review the budget. The hearing to adopt the budget is scheduled for early May and must be adopted in
168 June. The deadline for applying for the RARE Program is June 30, 2015.

169 Councilor Wilson understands the subcommittee will be seeking participation by others and supports
170 efforts to improve the Downtown; however, she is very concerned that other organizations participate
171 in the process, and hopes the subcommittee will think about what Bob Brannigan said regarding how
172 the various organizations will collaborate together in the future.

173 Mr. Shein noted one of the roles of the subcommittee is to flesh out and shape how the supervision will
174 work for the RARE person.

175 The Chair called for all those in favor of the vote. The recommendation was approved unanimously by
176 the Committee members. Councilor Fairchild left the meeting earlier due to a previous engagement and
177 did not vote on the recommendation.

178 **MEMBER COMMENTS**

179 Mr. Rohde discussed the need for the subcommittee to meet before the next meeting.

180 **STAFF COMMENTS**

181 None.

182 **OTHER BUSINESS**

183 None.

184 The meeting adjourned from City Hall at 7:08 p.m.