



City Center Advisory Commission Meeting Minutes

Date of Meeting: October 12, 2011
Location: Tigard Public Library – 2 nd Floor Conference Room
Called to order by: Chair Thomas Murphy
Time Started: 6:32 p.m.
Time Ended: 8:52 p.m.
Commissioners Present: Carolyn Barkley; Alice Ellis Gaut; Ralph Hughes; Peter Louw; Chair Thomas Murphy; Linli Pao; Vice Chair Elise Shearer; Philip Thornburg
Commissioners Absent: Alexander Craghead

Others Present: Councilor Marland Henderson; Deanie Bush

Staff Present: Sean Farrelly, Redevelopment Project Manager; Caren Frykland, Sr. Administrative Specialist

AGENDA ITEM #1: Welcome and Introductions

AGENDA ITEM #2: Approve Minutes

A motion was made by Commissioner Shearer, seconded by Commissioner Thornburg, to approve the minutes of the September 14, 2011 meeting.

The motion passed.

AGENDA ITEM #3: Non-Agenda Items/Public Comment

Vice Chair Shearer said that she had spoken with Vincent Hirth, the owner of Four Seasons Markets, an established chain of indoor farmers' markets in Texas. She said that the owner was planning to relocate to Oregon and was looking at coming to Albany, where an indoor farmers' market already exists, or Tigard. She said that she would arrange a meeting with Sean Farrelly and Mr. Hirth to talk about possibilities in Tigard.

Sean Farrelly said that applications for CCAC members were being accepted until October 24. He said that there were five positions open (three voting members and two alternates.)

Deanie Bush said that there would be two Halloween events downtown. She said that there would be a third Friday event on October 21st including a window-decorating contest, vendors and live music in front of Live Laugh Love Glass. She said that there would also be a Trick or Treat event on October 31st. She said that some of the downtown businesses were not happy about the October 31st event, and that they were looking at having a daylong Saturday event in 2012 instead.

Commissioner Barkley said that she wanted it on the record that there are several businesses that boycott the Halloween Trick or Treat event they are not able to do regular business during the event. Commissioner Louw agreed. Chair Murphy asked Deanie to do what she could to see that the planning for next year's event reduces the impact on downtown businesses by spreading the event out both in time and geographically.

AGENDA ITEM #4: CCAC Leadership

Vice Chair Shearer advised the commission that she needed to step down temporarily as vice chair due to personal commitments. Commissioner Louw made a motion to nominate Commissioner Thornburg to the position of vice chair, seconded by Commissioner Ellis Gaut. The motion passed unanimously.

AGENDA ITEM #5: 2011 CCAC Annual Report

Chair Murphy said that in order to get the annual report to City Council by December 1, the CCAC would need to approve it at their November meeting. He said that they could base the annual report around their annual goals, as they had done in the past. He said that he, Sean, and anyone interested in helping could use the 2010 annual report as a template and update it with the 2011 goals information.

Chair Murphy asked Councilor Henderson if council wanted to see anything different in the way the CCAC reports annually. Councilor Henderson said that the council was anxious to see what came out of the downtown organization discussions. He said that council did their goal setting in mid-December, so they should keep that in mind. Commissioner Barkley said that the CCAC usually did their goal setting at their January retreat. Councilor Henderson said that if they wanted the council's goals to be influenced by the CCAC, they needed to get that to City Council in advance of their goal setting.

Chair Murphy said that they would have the draft of the annual report out to the commissioners before the next agenda packet went out. He suggested that they notice the November 15 joint CCAC/CCDA meeting as a meeting of the CCAC as well so that they had an extra meeting to finalize the annual report if necessary.

AGENDA ITEM #6: Discussion of Downtown Organization

Chair Murphy suggested that the discussion of the downtown organization begin with clarifying the overall concept. An extensive discussion ensued.

Commissioner Hughes asked who would be responsible for approving the structure of the organization or hiring the downtown organization leader. Sean said that the organization would determine its structure and a board of directors would hire any employees. The city would likely have a seat on the board of directors of the organization.

Chair Murphy said that they hadn't yet determined if there would be a board and bylaws for the organization. He said that an individual or an existing group could respond to the RFP.

Deanie Bush said that the business people she has spoken with want leadership to develop consensus and move it forward. Commissioner Louw agreed.

Commissioner Barkley said that if they were going to back a downtown organization, they needed to be clear in their expectations. She said that they needed to define what the organization is before making recommendation to the CCDA.

Commissioner Shearer said that they wanted to use the \$50,000 to pay for an executive director to work with a downtown organization that is structured according to bylaws.

Commissioner Louw said that they wanted an executive director to form an organization because they have been unable to form an organization. He said that they needed someone who could bring the downtown businesspeople together, then they could determine bylaws and other organizational specifics.

Commissioner Ellis Gaut said that it sounded like they wanted to use the \$50,000 to hire a consultant to put the organization together. Commissioner Barkley said that they needed someone who knows how to put business associations together.

Chair Murphy said that they had determined that they want someone who could put together a downtown organization. He said that they needed to recommend to the CCDA how to find that person.

Sean said that there are two ways of looking at this. He said that they could use the funds to hire a consultant to lead the effort to start a downtown organization, write the bylaws, formalize the organization then hire a director. He said that the other way would be to say they were committed to providing funding to a group that comes together and forms bylaws so that they can hire a director. He asked how the commissioners thought businesses would respond to either option.

Commissioner Barkley suggested that they ask Michele Reeves, or someone that Reeves recommends, how a business association is created and run because they don't know what it looks like.

Deanie Bush said that in working with downtown business people, she found that there were too many personalities for an organization to form on its own. She suggested that they should hire

someone with the skills they want in an executive director and task that person with setting up the organization.

Commissioner Pao said that the problem with hiring someone to start the organization was that there would be people who felt that they were being bulldozed into participating. She also said that they needed to find someone who has a track record of successfully creating and leading downtown associations.

Commissioner Barkley said that the needed the association to be made up of a diverse group of downtown business people. Commissioner Shearer said that the sample bylaws from Oregon City included a board made up of two business owners, two property owners, one chamber of commerce member, one arts commissioner, one historic preservation member, two major employers in the represented district, one cultural tourism, one city commissioner or staff person, and one member at large. She said that many different groups in the downtown area were represented that way.

Chair Murphy said that the Oregon City model was imposed from the city government. He said that it was an approach they could take, but that he had some reservations about how it fit with the urban renewal district. He said that there was no guaranteed perfect approach, but that the alternative was to do nothing.

Chair Murphy said that it would be natural if an individual was identified to spearhead the downtown organization that that person's role would change over time. Commissioner Barkley asked if that person would then become the liaison between the association and the city. Chair Murphy said that it was possible. Commissioner Ellis Gaut said that they seemed to be talking about staff for the downtown association, and that staff would be responsible for interacting with the city and advising the city of the association's activities and needs.

Commissioner Barkley asked Sean if he saw the city staff working with the downtown organization. Sean said that the downtown organization should be free standing, but that since the city would be providing funds to get the organization started they would have representation on the board of directors. He said that the executive director should be hired by the board of directors of the organization and not by the city; however, the city could hire someone to get the organization started.

Chair Murphy said that they were back to the question of how the city identifies the person they hire. He asked what attributes they were looking for. Commissioners responded with experience, credibility, connections within the community or the ability to make connections, and objectivity. Commissioner Shearer said that she would like to see the organization have structure and represent more than just the businesses and property owners in the downtown area.

Councilor Henderson suggested that they advertise for bid, then determine which of the proposals they receive best fits their needs. He said that it might help them to see the ideas of how people would put the organization together.

Chair Murphy said that they needed to give their recommendation to the CCDA at their joint meeting on November 15, and that the packet for that meeting would go out November 1. Sean said that last minute items could go to council in their Friday newsletter as well.

A motion by Commissioner Louw, seconded by Commissioner Barkley, to recommend to the CCDA that the city send out a solicitation to retain a qualified contractor with relevant experience and a record of success to facilitate the formation of a self-sustaining downtown organization. The motion passed unanimously.

Chair Murphy asked who would review the responses. Sean suggested a combination of city staff and CCAC representation could grade the responses to the RFQ.

AGENDA ITEM #7: Update on Main Street Green Street

Sean said that City Council would be considering approval of the transfer of MTIP funds from its previously approved project – Tiedemann/Greenburg intersection project – to the Main Street Green Street project for the north half of Main Street from Scoffins to the train tracks. He said that TTAC recommended to council to use this \$1.6 million to complete the north half of Main Street as a green street. He said that there was 11% city match required, about \$136,000. He said that the project schedule would be determined by public works. He said that he would ask Kim McMillan to come to the November or December CCAC meeting to update them and answer any questions they may have. He said that the matching funds would come from the gas tax.

AGENDA ITEM #8: Formation of CCAC Downtown Public Art Subcommittee

Sean said that he had sent Sharon Francis's resume to the commissioners after the September 14 meeting and that consensus was that she would be a good addition to the subcommittee.

A motion by Barkley, seconded by Commissioner Ellis Gaut, to accept Sharon Francis on the CCAC Downtown Public Art Subcommittee passed. Commissioner Louw abstained.

AGENDA ITEM #9: Executive Session*

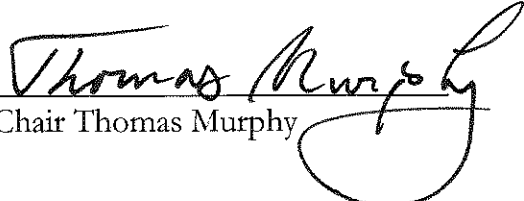
*The City Center Advisory Commission went into Executive Session at 8:28 p.m. under the provisions of ORS 192.60(2) (c) to discuss real property transaction negotiations. All discussions within this session are confidential; therefore, nothing from this session may be disclosed by those present. Executive Session concluded at 8:51 p.m.

AGENDA ITEM #10: Adjourn

The meeting adjourned at 8:52



Caren Frykland, CCAC Secretary

ATTEST: 
Chair Thomas Murphy