



City of Tigard

## City Center Development Agency Board - Agenda

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**TIGARD CITY CENTER DEVELOPMENT AGENCY BOARD - Revised 7/3/12 New Agenda Item Order**

**MEETING DATE AND TIME:** July 3, 2012 - 6:30 p.m.  
**MEETING LOCATION:** City of Tigard - Red Rock Creek Conference Room  
13125 SW Hall Blvd., Tigard, OR 97223

**PUBLIC NOTICE:**

Times noted are estimated.

Assistive Listening Devices are available for persons with impaired hearing and should be scheduled for City Center Development Agency Board meetings by noon on the Monday prior to the City Center Development Agency Board meeting. Please call 503-639-4171, ext. 2410 (voice) or 503-684-2772 (TDD - Telecommunications Devices for the Deaf).

Upon request, the City will also endeavor to arrange for the following services:

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SEE ATTACHED AGENDA



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## City Center Development Agency Board - Agenda

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### **TIGARD CITY CENTER DEVELOPMENT AGENCY BOARD**

**MEETING DATE AND TIME:** July 3, 2012 - 6:30 p.m.

**MEETING LOCATION:** City of Tigard - Red Rock Creek Conference Room - 13125 SW Hall Blvd., Tigard, OR 97223

6:30 PM

1. CITY CENTER DEVELOPMENT AGENCY BOARD MEETING
  - A. Call to Order- City Center Development Agency
  - B. Roll Call
  - C. Call to Council and Staff for Non-Agenda Items
  - **EXECUTIVE SESSION:** The Tigard City Center Development Agency will go into Executive Session to conduct deliberations with persons designated by the governing body to negotiate real property transactions, under ORS 192.660(2) (e). All discussions are confidential and those present may disclose nothing from the Session. Representatives of the news media are allowed to attend Executive Sessions, as provided by ORS 192.660(4), but must not disclose any information discussed. No Executive Session may be held for the purpose of taking any final action or making any final decision. Executive Sessions are closed to the public. **estimated time 6:35 p.m.**
2. APPROVE CITY CENTER DEVELOPMENT AGENCY MINUTES FOR: **6:55 p.m. estimated time**
  - A. June 5, 2012
3. REVIEW PROPOSED TARGETED INCENTIVE PROGRAM **estimated time 7:00 p.m.**
4. NON AGENDA ITEMS
5. ADJOURNMENT **estimated time 7:20 p.m.**

The Board of the CCDA may choose to direct staff to pursue other alternatives.

**COUNCIL OR CCDA GOALS, POLICIES, MASTER PLANS**

Goal 3b

Contact owners of key, structurally sound Main Street buildings with vacancies. Begin cooperative effort to secure tenants that will contribute to the vitality of downtown.

**DATES OF PREVIOUS CONSIDERATION**

March 6, 2012

April 3, 2012

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**Fiscal Impact**

**Cost:** \$75,000  
**Budgeted (yes or no):** yes  
**Where Budgeted (department/program):** 2012-13 CCDA Budget

**Additional Fiscal Notes:**

\$75,000 is requested in the FY 2012-13 CCDA budget.

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AIS-938

2.

**CCDA Agenda**

**Meeting Date:** 07/03/2012

**Length (in minutes):** 5 Minutes

**Agenda Title:** Approve City Center Development Agency Minutes

**Submitted By:** Carol Krager, City Management

**Item Type:** Motion Requested **Meeting Type:** City Center Development Agency

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**Information**

**ISSUE**

Approve City Center Development Agency meeting minutes.

**STAFF RECOMMENDATION / ACTION REQUEST**

Approve minutes as submitted.

**KEY FACTS AND INFORMATION SUMMARY**

Attached CCDA minutes are submitted for board approval.

**OTHER ALTERNATIVES**

N/A

**COUNCIL GOALS, POLICIES, APPROVED MASTER PLANS**

N/A

**DATES OF PREVIOUS COUNCIL CONSIDERATION**

N/A

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**Attachments**

[June 5, 2012 CCDA Minutes](#)

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**City of Tigard**  
City Center Development Agency  
Meeting Minutes – June 5, 2012

1. CITY CENTER DEVELOPMENT AGENCY BOARD MEETING

- A. Chair Dirksen called the meeting of the Tigard City Center Development Agency to order at 6:32 p.m.
- B. Deputy City Recorder Krager called the roll.

<u>Name</u>	<u>Present</u>	<u>Absent</u>
Director Henderson	✓	
Director Woodard	✓	
Director Wilson	✓	
Director Buehner	✓	
Chair Dirksen	✓	

City Center Advisory Commission (CACC) Members present: Commissioners Craghead, Shearer, Bush, Pao, Devaney and Murphy.

Staff Present: Executive Director Wine, Assistant City Manager Newton, Redevelopment Project Manager Farrelly, City Attorney Bennett and Deputy City Recorder Krager.

- C. Call to City Center Development Agency and Staff for Non-Agenda Items:

Chair Dirksen said a discussion requested by Director Henderson on the Ash Avenue crossing will be a non-agenda item at the end of the meeting.

**TIGARD CITY CENTER DEVELOPMENT AGENCY MINUTES –  
JUNE 5, 2012**

2. APPROVE CCDA MINUTES FOR:

A. May 1, 2012

Director Henderson said he was not in attendance at the May 1, 2012 meeting but noted from the minutes that Ms. Knox (Shiels Obletz Johnsen consultant) said she would provide a list of developers experienced in public/private partnerships. He asked if this had been provided. Executive Director Wine confirmed that it had not yet been received. Director Henderson requested that staff follow up on this.

Director Henderson referred to the April 3, 2012 minutes which mention a toolbox of instruments helpful for economic development and asked if that had been provided. Executive Director Wine said Community Development Director Bunch discussed an inventory of potential economic development tools available for cities, but this is something that needs to be prepared. Chair Dirksen said when the toolbox is ready, a discussion will be scheduled on a future CCDA agenda.

A motion to approve the May 1, 2012 CCDA minutes was made by Director Wilson and seconded by Director Woodard.

The motion was approved by a majority of CCDA members present. Director Henderson abstained.

	Yes	No
Director Henderson	(Abstained)	
Director Woodard	✓	
Director Wilson	✓	
Director Buehner	✓	
Chair Dirksen	✓	

3. RECEIVE UPDATE FROM DOWNTOWN EVENTS AND MARKETING ADVISOR

Redevelopment Project Manager Farrelly introduced Bridget Bayer, of Business Association Management. To provide context, he said the CCAC recommended at the CCDA’s November 15, 2011 meeting that funding should be provided to help form a self-sustaining downtown organization. The CCDA advised staff to take a step back and reconsider forming an association and what they want to do in the downtown. The CCAC and staff talked to downtown businesses and found that what they wanted most was help with events. Events attract new customers, promote businesses and help brand the downtown. He said Bridget Bayer was hired as a consultant because she advises many business associations in the region and helps them with promotions and events.

**TIGARD CITY CENTER DEVELOPMENT AGENCY MINUTES –  
JUNE 5, 2012**

Ms. Bayer updated the CCDA on upcoming events planned for the downtown area. Her presentation included a PowerPoint which is included in the packet for this meeting.

She said her company was developed to help communities with economic development through quality events that focus on businesses in a defined geographic area. She said she often helps business associations form and an event is a great way to develop an association. In Tigard there was no “association,” but a downtown events committee which has a goal of promoting awareness of the businesses on Main Street, Hall Boulevard, Pacific Highway and streets in between. She said she is in the area every Thursday during business hours networking and promoting involvement in activities. She said she will be developing weekly and monthly reports. There is a networking meeting on the second Thursdays where business owners are informed about Main Street Green Street progress and can network and get to know each other. Networking locations rotate through local businesses and organization locations. She said networking increases safety and business to business sales. The CCDA Board is invited to attend these networking meetings.

Ms. Bayer said there is also a downtown Tigard marketing committee that meets monthly at various downtown businesses to plan events and develop advertising, including an online presence. The website is being built and they are trying to keep the Facebook up and active. CCAC Member Shearer recommended using the Neighborhood Networks and asked if the City could tag onto the downtown Facebook page.

#### Downtown Tigard Night Out

Ms. Bayer said the Third Friday event was reinvigorated in March and there are monthly themed Downtown Tigard Night Out events planned for the remainder of the year. The mission is to get more people in downtown Tigard at night enjoying food, music and patronizing businesses. Businesses stay open late, host activities and offer specials and discounts. She said comments from business owners show that the sales increase during the event. Tyler Automotive is an example of a company that is not open late, but participates in the event by offering free parking. Ms. Bayer said there are many ways for businesses to participate. State Farm Insurance is closed in the evening but they are bringing in a farm truck for one of the summer Tigard Nights Out. Director Woodard asked Ms. Bayer to correct the spelling of business owner’s name Teddy Neddreau to Terry Neddreau.

#### Downtown Tigard Street Fair 2012

This event’s mission is to promote the downtown through a special day offering fun activities from noon through 6:00 p.m.

- The date is August 11 (Date may change to August 18 due to the Tualatin Crawfish Festival being on the same date.)
- Events will primarily be on Main Street but activities will take place all over downtown

## **TIGARD CITY CENTER DEVELOPMENT AGENCY MINUTES – JUNE 5, 2012**

- Main Music Stage
- Street Vendors
- Shelby Car Show
- Kids Area
- Skate Park Demos
- Farmer's Market (smaller version)
- Brew Fest
- Vendors (not from the downtown) who want to participate will be charged. This will produce some income for the event.

Ms. Bayer discussed the street fair marketing plan. Mayor Dirksen asked if downtown events are advertised in the Cityscape. City Manager Wine will connect with Ms. Bayer to make sure these events are listed. Director Henderson asked if they were advertising the downtown events with posters at the library. Ms. Bayer said there are some issues with advertising at the library and they have come up against some of the posting rules.

CCAC Member Shearer suggested a great source for street vendors is to ask local churches for their bazaar lists.

Ms. Bayer mentioned that Tigard Chamber has been a great partner and funding runs through them.

#### Future of Downtown Tigard

Ms. Bayer said her goal is 100 percent participation. She said it may not be appropriate for some businesses to participate in a street fair but they can assist by sponsoring or helping with safety. Her goal is to meet with every business and find out how they can receive an advantage from promoting the downtown.

Redevelopment Project Manager Farrelly noted there is plenty of parking for these events. Ms. Bayer said any promotional pieces for the downtown will include parking tips. Chair Dirksen said the word is getting out about the Third Fridays and there are more people attending. He noted that there will be more parking created this summer near the corner of Burnham and Main. Director Buehner asked that the sign on 99W be improved. It is crooked and difficult to read.

Director Wilson suggested that new Main Street building owners Jeffrey Allen Home and Garden display some merchandise in their windows even during the building remodeling. Redevelopment Project Manager Farrelly said this might be a possibility as they are not planning to open for business until 2014. CCAC Member Shearer suggested holding a temporary art show or having vendors inside the building for events during the rainy months.

## **TIGARD CITY CENTER DEVELOPMENT AGENCY MINUTES – JUNE 5, 2012**

Tigard Chamber Executive Debi Mollahan said some downtown businesses do not like the congestion that events such as the Safe and Happy Halloween create. Mr. Bayer replied that this is a common complaint and she responds by helping businesses learn how to reach the many people that come to a street fair. She said it is a great opportunity to market the entire area and people will return after the event to do business.

Ms. Bayer gave the CCDA members her business cards and asked them to call her with contacts or ideas.

Director Henderson expressed confidence in Ms. Bayer and said his initial concerns have been addressed. He said he was pleased with her program.

5. NON-AGENDA ITEMS (This agenda item was heard before Agenda Item 4. Executive Session.)

Ash Avenue Crossing: Director Henderson commented that using the developer's toolbox and the city's federal lobbyists should help the city get another railroad crossing. Chair Dirksen said we need clarity on whether or not it is possible to close one crossing and create another. He noted difficulties getting ODOT and the railroad to communicate, and said without a commitment from them, a new crossing in Tigard may not be possible. Director Henderson said, "If the answer is no, let's quit working on this."

Mayor Dirksen said he would like to be involved in the discussions with the railroad and ODOT. City Manager Wine said staff will work to receive as much clarity on this prospect as possible by the July 3 CCDA meeting.

CCDA Meeting on July 3: Director Henderson noted that the next CCDA meeting is scheduled for July 3, the day before a holiday. Chair Dirksen asked who is planning to attend. Directors Buehner and Wilson said they will be there. Director Woodard said he was unable to attend. Mayor Dirksen said they will check the tentative agenda and if there doesn't need to be a meeting he will postpone it.

National Night Out instead of CCDA Meeting on August 7: Chair Dirksen said the August CCDA meeting is scheduled for the same night as the National Night Out event. He said it is important for council to participate and encouraged them to attend one of the ten to fifteen Tigard neighborhood National Night Out events. In response to a question about quorums, City Attorney Bennett said that issue can be easily avoided by not discussing city business.

Council Agendas

Director Henderson inquired about how the mayor sets the council agendas.

**TIGARD CITY CENTER DEVELOPMENT AGENCY MINUTES –  
JUNE 5, 2012**

Chair Dirksen replied that typically staff sets the agenda and then he reviews it with City Manager Wine at their weekly meeting. Director Buehner said any council member can suggest agenda items as she often does, by calling the city manager. Director Henderson asked if he could attend the mayor and city manager’s lunch meetings. Chair Dirksen said he was welcome. City Manager Wine noted that she intends to bring the tentative council meeting agenda to all of her one-on-one meetings with council.

Fanno Creek Path

Director Wilson requested an update on the Fanno Creek bike and pedestrian path. Redevelopment Project Manager Farrelly said it was his understanding that there are some permit issues with the state regarding the floodplain. He said staff is working with a consultant on creating lighting options that highlight the overpass architecture. City Manager Wine said she will ask the city’s transportation staff to update council on this, rather than the CCDA Board.

4. EXECUTIVE SESSION: (This agenda item was heard after Agenda Item 5. Non-Agenda Items.)

At 7:36 p.m. Chair Dirksen announced that the Tigard City Center Development Agency would enter into Executive Session to conduct deliberations with persons designated by the governing body to negotiate real property transactions, under ORS 192.660 (2) (e). CCAC Chair Craghead said it had been past practice that the CCAC Chair or Vice-Chair be included in executive sessions and asked if that was also true of other CCAC members. Chair Dirksen asked the CCDA Board if there was a consensus that this could be allowed. There were no objections. Redevelopment Project Manager Farrelly reminded the City Center Advisory Commission members about rules of executive session confidentiality. The executive session ended at 7:49 p.m.

6. ADJOURNMENT

At 7:50 p.m. Director Buehner moved for adjournment. Director Wilson seconded the motion and the motion passed.

	Yes	No
Director Henderson	✓	
Director Woodard	✓	
Director Wilson	✓	
Director Buehner	✓	
Chair Dirksen	✓	

**TIGARD CITY CENTER DEVELOPMENT AGENCY MINUTES –  
JUNE 5, 2012**

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Carol A. Krager, Deputy City Recorder

Attest:

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Chair, Tigard City Center Development Agency

Date: \_\_\_\_\_

**TIGARD CITY CENTER DEVELOPMENT AGENCY MINUTES –  
JUNE 5, 2012**