



City of Tigard
City Center Development Agency
Meeting Minutes – July 3, 2012

1. CITY CENTER DEVELOPMENT AGENCY BOARD MEETING

- A. Chair Dirksen called the meeting of the Tigard City Center Development Agency to order at 6:30 p.m.
- B. Deputy City Recorder Krager called the roll.

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

City Center Advisory Commission (CACC) Member present: Commissioner Craghead

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: None

EXECUTIVE SESSION:

At 6:32 p.m. Chair Dirksen announced an Executive Session to conduct deliberations with persons designated by the governing body to negotiate real property transactions, under ORS 192.660(2) (e). The Executive Session ended at 6:58 p.m.

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2. APPROVE CCDA MINUTES FOR:

A. June 5, 2012

A motion to approve the June 5, 2012 CCDA minutes was made by Director Buehner and seconded by Director Wilson.

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

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

3. REVIEW PROPOSED TARGETED INCENTIVE PROGRAM

Redevelopment Project Manager Farrelly requested that the CCDA consider approving the proposed incentive program and draft elements as developed by the joint committee of CCDA (Directors Henderson and Wilson) and CCAC (Commissioners Hughes and Shearer). He said the program offers grants to retail and restaurant tenants to offset tenant improvement costs. The objective is to fill vacancies and attract businesses that will revitalize the urban renewal district. He reviewed key elements.

He said the joint committee recommended funding at a fifty-percent match, up to \$75,000. The committee considered offering loans, and may do so in the future, although it was decided that grants would get the program up and running more quickly.

Chair Dirksen asked if there was any reason not to open the program to Commercial and Burnham Streets. Redevelopment Project Manager Farrelly said that was considered and the committee felt the initial focus should be vacant Main Street properties, at least for the first few years. Director Buehner said the city is looking to assemble land on Burnham Street and whatever can be done to make those properties as pleasing and valuable as possible should be done, including spending money on improvements.

Director Buehner said she had concerns about the targeted incentive program negatively impacting businesses located outside the urban renewal area. She asked how it meets the goal of the urban renewal district to increase the tax increment financing. She said she wanted a portion of the program to be loans, not grants.

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Director Wilson said his intention was the development of a strategy to bring in businesses that are dynamic and can enliven the downtown. He referred to the convention center hotel request for proposals, noting its specificity. He said Tigard's RFP document must be clear so proposals received reflect what is desired. He said the intent was not so much to fix up old buildings, but to acquire appropriate tenants. He said businesses such as Ava Roasteria or Beveland Street Bistro would generate a buzz downtown. Director Buehner agreed but said her concern is that there are many buildings in the downtown that need to be torn down. Director Wilson said he thought even new buildings should be eligible for incentive funding.

Director Henderson noted that the proposed program has parameters, such as a three-month open period after the issuance of the RFP. He said the city would learn from the proposals received. The program could be revised the next year or extended.

Executive Director Wine said there was no reason that the proposed program must be accepted by the CCDA before work on a carefully targeted RFP begins. Chair Dirksen suggested moving forward on the RFP. Director Buehner recommended that the existing downtown businesses be encouraged to be supportive of new businesses coming to the downtown. Redevelopment Project Manager Farrelly said he will continue work on the RFP, basing it on the convention center example. He referred to the staff report for this item and asked if there was general agreement on the criteria as developed by the joint committee. The CCDA agreed there was. City Manager Wine said work will go ahead on the RFP but initiation of the program is tabled.

Executive Director Wine mentioned that Director Woodard attended a conference recently and learned how communities can use data to position themselves to attract desirable businesses. She said there are market forces at play and communities need to know what factors they have that are attractive to these types of businesses. They must be able to supply that data readily. She said targeted recruitment will identify a strategy for who will be contacted and what we will say. She said brainstorming about what the CCDA wants to see is valuable but staff will also need to learn what businesses the CCDA members find desirable in a community.

Director Wilson suggested that the CCDA members look for examples of businesses they believe are desirable in the downtown, such as coffee shops, high-end restaurants or bakeries, etc. Director Buehner suggested an Indian restaurant. Assistant City Manager Newton suggested the CCDA members be sent city survey information on what citizens said is missing from the downtown.

CCDA Director Henderson said it is possible that a potential business may contact the city at any time and he urged prompt action if that occurs. Executive Director Wine said incentive fund information will be shared with potential businesses. She said the city will remain opportunistic as staff works to develop a targeted RFP to be presented to the CCDA in September.

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Tigard's demographics were discussed. Director Buehner noted demographics are similar to NW 23rd and Burnside in Portland and she said the shops and restaurants there may be appropriate for this area. Director Wilson said he has studied census data and Tigard is comprised of families, with higher-than-average incomes. He noted that families do not eat out at restaurants as much as working couples do.

Director Henderson noted that the CCDA does not have a list of priorities beyond what are listed as council goals. Director Wilson referred to a lengthy project list that has not yet been prioritized. Chair Dirksen countered that the projects on it are all priorities and the city can push for them but the ability to accomplish them is sometimes out of the city's control. He said, "We need to push for them all and pursue whatever breaks first."

Executive Director Wine said the work program list was produced to show what we are doing. She said being more purposeful about priorities would help guide and focus the CCDA.

Director Buehner said the urban renewal district boundary should be expanded to include the older housing area between Commercial Street and Greenburg up to 95th Avenue. She said she expected zoning changes after the comprehensive plan amendment process but has not seen these reflected on any map. Chair Dirksen said as the city nears completion of the River Terrace Community Plan it will be appropriate to have discussions on density and transferring some density to inappropriately zoned areas.

Director Henderson returned to his question about CCDA priorities. He said from a developer perspective it is encouraging and engenders confidence when it is seen that what they are working on is listed as a priority. CCDA Directors listed their top priorities for the urban renewal district:

- Director Wilson – One great project completed in a prime location
- Chair Dirksen – More of the right kind of businesses
- Director Buehner – Redevelopment along Fanno Creek
- Director Henderson – Tigard looks and feels more like Ashland

Director Wilson added that photos would be helpful to illustrate the desired development character. He asked the other CCDA board members to take photographs of what they wish to see in the downtown.

Executive Director Wine asked the CCDA to repeat these ideas as council members, (not the CCDA), at the economic development discussion scheduled for the July 10, 2012 council meeting.

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4. NON-AGENDA ITEMS –

A. Executive Director Wine said a question arose regarding the protocol of allowing CCAC members to attend CCDA meetings and executive sessions. She said CCAC members have a blanket invitation to attend CCDA meetings and executive sessions, unless there is an executive session topic that would be inappropriate for their attendance.

Director Wilson asked if CCAC members have received executive session training. Executive Director Wine replied that they did in April or May. CCAC Chair Craghead said they need to ensure new members receive the training as they are appointed to the CCAC. Chair Dirksen proposed and the CCDA members agreed that any CCAC member must receive the executive session training prior to attending an executive session.

B. Redevelopment Project Manager Farrelly said Consultant Kim Knox provided a list of developers experienced in mixed-use, public/private partnership development. He will forward a copy to Councilor Henderson in the Thursday packet.

5. ADJOURNMENT

At 7:48 p.m. Director Wilson moved for adjournment. Director Buehner seconded the motion and the motion passed.

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

Carol A Krager
Carol A. Krager, Deputy City Recorder

Attest:


Chair, Tigard City Center Development Agency

Date: Aug 21, 2012

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