

MINUTES

Downtown Advisory Board

Thursday, March 14, 2019–12:00 P.M.
Urban Development Conference Room
350 Commercial St NE

1. CALL TO ORDER

Call to Order and Roll Call: 12:03 PM

Roll Call:; Brad Compton Vincenzo Meduri; Laurie Miller; Maria Palacio; Aaron Terpening; Dana Vugteveen

Absent: Hillary Banks; Chip Conrad; Ron Welter; Scott McLeod

Staff: Renee Frazier; Anita Sandoval; Sheri Wahrgren;

2. APPROVAL OF AGENDA

Motion: Move to approve the agenda for March 14; 2019; as presented

Motion by: Board Member Vugteveen

Seconded by: Board Member Meduri

Action: Approved the agenda for March 14; 2019; as presented.

Vote: Aye: Unanimous **Motion PASSES**

3. APPROVAL OF MINUTES

Motion: Move to approve the Minutes from January 24; 2019; as presented.

Motion by: Board Member Miller

Seconded by: Board Member Palacio

Action: Approved the Minutes from January 24; 2019; as presented.

Vote: Aye: Unanimous **Motion PASSES**

4. PUBLIC COMMENT on items not on the agenda – None

5. ACTION ITEMS –

a. 2019-2020 Downtown Parking Fund Budget Recommendation

Parking Permit Fees

Motion: Approve recommending to the City Council the approval of a \$3 increase to all parking permits, except for Riverfront Lot.

Motion by: Board Member Vugteveen

Seconded by: Board Member Miller

Comments/Questions: Frazier, Miller, Meduri, Palacio, Vugteveen, Terpening, Wahrgren, Compton

Action: Approved recommending to the City Council the approval of a \$3 increase to all parking permits, except for Riverfront Lot.

Vote: *Abstain: Meduri* **Motion PASSES**

Annual Policy Discussion

Motion: Approve an annual policy discussion to review a parking permit fee increase every year

Motion by: Board Member Vugteveen

Seconded by: Board Member Miller

Comments/Questions: Terpening, Vugteveen, Miller, Meduri

Action: Approved an annual policy discussion to review a parking permit fee increase every year

Vote: Aye: Unanimous **Motion PASSES**

Parking Tax

Motion: Approve drafting a communication to Council requesting consideration to remove the cap for Parking Tax, replacing it with CPI, to provide more flexibility to increase the tax rate to provide funds for maintenance and operating the district, such as capital reserve and public safety.

Motion by: Board Member Vugteveen

Seconded by: Board Member Miller

Comments/Questions: Vugteveen, Wahrgren, Frazier, Compton, Miller, Meduri

Action: Approved drafting a communication to Council requesting consideration to remove the cap for Parking Tax, replacing it with CPI, to provide more flexibility to increase the tax rate to provide funds for maintenance and operating the district, such as capital reserve and public safety.

Vote: **Aye: Unanimous Motion PASSES**

Parking Fund

Motion: Approve recommending to the City Council the 2019-2020 Downtown Parking Fund Budget as presented with the addition of \$33,700 added to contractual services created by the proposed increase to the parking permit fees.

Motion by: Board Member Miller

Seconded by: Board Member Meduri

Comments/Questions: Vugteveen, Frazier, Compton, Miller, Meduri, Terpening, Wahrgren

Action: Approved recommending to the City Council the 2019-2020 Downtown Parking Fund Budget as presented with the addition of \$33,700 added to contractual services created by the proposed increase to the parking permit fees.

Vote: **Aye: Unanimous Motion PASSES**

b. 2019-2020 Riverfront-Downtown Urban Renewal Area Budget Recommendation

Motion: Approve recommending to the Agency Board the approval of the 2019-2020 Riverfront-Downtown Urban Renewal Area Budget as presented, with an additional \$750,000 to the Toolbox Program, and \$100,000 for the new Strategic Program Grant Program

Motion by: Board Member Vugteveen

Seconded by: Board Member Palacio

Comments/Questions: Frazier, Vugteveen, Terpening, Compton, Wahrgren, Meduri

Action: Approved recommending to the Agency Board the approval of the 2019-2020 Riverfront-Downtown Urban Renewal Area Budget as presented, with an additional \$750,000 to the Toolbox Program, and \$100,000 for the new Strategic Program Grant Program

Vote: **Aye: Unanimous Motion PASSES**

6. INFORMATION REPORTS

a. Streetscape Design Update

April 22 the Plan will go to Agency Board for adoption.

b. What's Happening Downtown

- i. Scott McLeod was appointed to DAB by the Council at their March 11 Council meeting.
- ii. Nordstrom building is under contract
- iii. Beanery closed
- iv. Pay Station has been put in the Muni-lot, planning to go live March 25
- v. Dalke will be the contractor for the Rotary Amphitheater in Riverfront Park
- vi. Marion Parkade, major maintenance May-September
- vii. Mid Valley Theater article– Meduri

7. ADJOURN - 1:29 p.m. Next Meeting: April 25, 2019



Members of the Downtown Advisory Board:

As you may know Salem Main Street Association (SMSA) is a non-profit organization with the mission of being an advocate regarding matters that affect Downtown Salem, including weighing in on planning and development matters. Additionally Salem Main Street Association coordinates and implements many marketing and promotion efforts on behalf of Downtown Salem including events such as First Wednesday and promotions such as "Go Nuts." Our goal is to strengthen and revitalize our great downtown.

Salem Main Street Association offers you the following summary on some of our downtown activities and to express our gratitude for your support to the Association.

Salem's downtown is becoming a place to not only shop and live, but also an active entertainment center. We have promoted that through the revival of the popular First Wednesday program which now runs year-round. Pop-up stores have become a popular part of that First Wednesday experience. A quarterly "Go-Nuts" campaign has featured a variety of downtown businesses participating in a treasure-hunt theme that is intended to expand customers' awareness of the great variety of businesses downtown. We have obtained twenty-five feather flags promoting downtown that are available to be used at events occurring in downtown.

Our alleys are becoming an important part of the downtown experience, yet they do not have names. Working in conjunction with the city's Historic Landmarks Commission and the Urban Development Department SMSA has identified four historic alley names and proposed the naming of a fifth. We hope that this process will result in the five alley names "officially" recognized this fall. SMSA volunteers have spent time cleaning up the alleys prior to each First Wednesday event (which have been focused in these alleys).

SMSA has worked with the City on the Downtown Streetscape Plan from the beginning of the process. Over the past two Christmas holiday seasons we have promoted businesses use of holiday lights in the street front windows to enhance the customer experience downtown; we distributed 160 strings of city-owned loaner lights to support this endeavor.

As part of our outreach program SMSA supports our downtown businesses by presenting new businesses a welcome bag that includes information regarding city services and patron parking opportunities as well as items such as a coffee mug and coupon for a free cup of coffee from one of our downtown coffee shops. We plan to continue this outreach as one of many means to help new businesses succeed in our downtown.

We are working on producing extensive downtown restaurant and parking guides to encourage visitors and community members to patronize the heart of our city. SMSA is creating (and maintaining) a data base of the multitude of active businesses in downtown to help us keep in contact with each business in order to ensure that we are able to fulfil our mission of advocating for downtown.



We are grateful that the Downtown Advisory Board has supported funding promotion of our downtown businesses in the past and hope that the Board will continue to seek a path to ensure that downtown businesses are actively promoted going forward.

On behalf of the Salem Main Street Association,

A handwritten signature in blue ink, appearing to read "Dana Vugteveen", with a long horizontal line extending to the right.

Dana Vugteveen
President, Salem Main Street Association Board of Directors