Board of Directors Meeting Minutes for October 7, 2015

Wednesday, October 7, 2015
11:30 AM

Present: Sharon Lenz, Paul Cohen, Amy Koski, Linda Le Claire, Stewart Strauss, Evelyn Orr, Cameron Irtifa, Sue Anderson, Tara Pedersen
Absent: Larry Cavasso, Carrie Ann Schubert, Bernie Kurtz, Hailey Freeman
Guests: Chuck Wilson, Gina Wilson, Elaine Worden, Michelle Smith, Suzanne Saleh, Ayman Saleh, Tina Rusanganwa, Harold Nolder, Pam Clarke, Mike Williams, Jamie Lambert, Megan Braunsten, Jon-Michael Kowertz
Location: Lanphere Conference Room, 12505 SW Broadway St., Beaverton, OR 97005

Public Art

Chuck Wilson spoke on the topic of public art. He informed the group that there is a sturdy base on each end of Broadway (between Hall and Watson) to hold a piece of public art. It costs about $2,000 to lease a piece of art for two years. Further costs incurred are $500 each to erect and take down the artwork. The NAC has a $3,000 matching fund. The Arts Commission has $1,100 available to support for the arts. If the BDA could process a seed fund for the remaining $1,900 then the public art project would be fully funded. He noted that the NAC money is not available until 2016. There will be a committee to choose the art that is installed.

Elaine Worden told the group that funding isn't available from her organization this fiscal year. The temporary sculpture program is nice because you can rent a sculpture for two years rather than commissioning a specific piece which could be as much as $100,000. This is something that Lake Oswego does. They have them throughout the downtown area. She said that she has sample artworks if anyone would like to see them. The Arts Commission would create a panel to choose the sculpture. The BDA would have a representative on that panel. She said that she could bring back a full proposal if that was something the BDA wanted to see.

Evelyn Orr said that she was not in favor of voting to support this plan at this time. She indicated that this should be addressed at the upcoming retreat. Decisions like this should be delayed until the BDA decided what it wants to be when it grows up.

Elaine told the group that the Arts Commission needed letters of support by the following week. There is one drafted for the BDA to review. She indicated she would like to submit that with the Commission's application.

Paul Cohen said that this kind of program would fall under the Design Committee which at the present has one member and no chair. He said he thought any action at this time would be premature. There is no work plan for public art. He further noted that the Board could support public art if there is a quorum and a vote to take such action.

Amy Koski noted that when Elaine mentioned that this was something coming down the pike, she told her that this might be a good time to let the BDA know that this is in the process. That kind of planning would be something the BDA should consider when planning for next fiscal year. As the board thinks about the budget and what that looks like for next year is this something you could consider supporting.

Cameron Irtifa asked if there was a proposal to vote at the meeting. He noted that the Arts Commission is providing a big portion of the funding and NAC is supporting quite a bit. Stewart Strauss said that there was no reason why the BDA couldn't take a vote to indicate that it has an interest in supporting the program. It could be sent to the Design Committee for further study and then discussed at the retreat. He then moved to take a vote. Cameron moved to approve the proposal to support public art. Sue Anderson seconded the motion. Stewart reminded the group that the Board is stating its desire to support public art and it would refer the specific proposal to the Design Committee for study and discussion at the upcoming retreat. The motion passed unanimously.

Elections

Cameron informed the group that he was interested in replacing Larry Cavasso as Treasurer of the BDA. He noted that he is a local CPA and chair of the Economic Restructuring Committee. He said that until a new chair could be identified for that committee he would perform both functions. After further discussion, Sue Anderson moved to accept Cameron as Treasurer of the BDA. Stewart seconded and the motion passed unanimously.

Paul mentioned that there were a number of new people in the room that were interested in seats on the Board. He asked how many seats were available. Sue Anderson responded that there were three seats open. Paul asked the interested parties to tell the group their interests.

Michelle Smith informed the group that she had an interest in membership and working with the Promotion Committee. Evelyn asked her if she would be interested in sitting on the Organization Committee. Michelle responded that Nhedti indicated she needed some help, but she (Michelle) was more interested in promotion and marketing.

Harold Nolder informed the group that the next step in the process of the BDA moving up to the Transforming Downtown level of the Oregon Main Street Program was having someone in a volunteer capacity doing four hours a week strictly on those programs. He said that was what he was willing to volunteer for and do. Stewart asked if OMS allowed someone on the Board to fill that capacity. Amy responded that the BDA needed someone in the volunteer capacity and someone who is coordinating the office.

Stewart said that being a Board member should not preclude someone from filling that function. It is not a requirement that it be a paid position. He asked Harold if he had a designated space that he could allocate as a BDA office space. Harold replied in the affirmative. Harold further noted that he would be performing the function of a volunteer Executive Director working four hours a week on Thursday. He would start out at the Verbena location but once the tea shop was operational, he would move to that location. Paul said that there was no need to vote on the volunteer direction position at this time. The Executive Committee could come up with some of those details. The Director position is not an actual Board position.

Harold also mentioned that he was an award winning videographer when he was in the military. He said that he thought that the BDA could do some promotions to give Beaverton an identity that is not just a suburb of Portland. He was interested in working on that.

Pam Clarke informed the Board that her interest at this time is to fill in some more space so there were voting members on the Board and eventually slide into one of the committees. She said that she had two businesses ongoing presently. At this time she would like to be on the Board in body and spirit and be a voting member. Stewart asked her what her primary interest would be. Pam replied that she has an interior design degree. Stewart said that she might be a good fit as Design Committee Chair. Pam responded that that would be a good fit for her. Stewart further noted that Pam was not willing to take on the responsibility of Design Committee chair, but that the Board still needed to replace Carrie Ann Schubert and Bernie Kurtz. He suggested that might be a reasonable place to start. They were both at-large members.

Stewart asked if there was anyone interested in committee chairmanship or participation. Harold indicated he could take a position in the Economic Restructuring Committee. There was some discussion of voting him in as Chair of that committee, but after further discussion it was determined that the committee members should meet to decide if this was the direction they wanted.

After discussion, Stewart moved to accept Michelle Smith and Pam Clarke as at-large members of the Board. Paul seconded and the motion passed unanimously.

Storefront/TI/DOS Grant Programs

Megan Braunsten met with the group to discuss new Community Development Programs.

A. Storefront Improvement Pilot Program

This program is targeted at improving the outside of existing businesses. The program offers architectural design services and construction matching grants to help boost a business's curb appeal and draw in more customers. The grant could be used for a variety of exterior projects such as (a) awnings, (b) signage, (c) lighting, (d) paint and (e) new windows or doors.

The city could also provide design services using a city contracted architectural firm. Applicants were encouraged to take advantage of this or work with their own professional designer prior to submitting an application for improvements.

- Design Services Grant (100% city funded). A city contracted architect is available to help prospective applicants develop a concept or assist in creating a scope of work that can be sent to contractors to obtain bids.
- Improvement Grant – Maximum Grant $35,000. Level 1 Grant – 50% city match (minor projects such as paint and new signage only). Level 2 Grant – 70% city match (major projects such as new windows, awnings and lighting).
- Two competitive application rounds. Fall 2015 – application deadline November 6, 2015. Spring 2016 – application deadline March 11, 2016

B. Tenant Improvement Pilot Program

This program is targeted at increasing the number of restaurants, brewpubs, wine bars and growleries. The city will partner with food and drink-based business owners and property owners interested in opening a new business or renovating/expanding a current business by providing matching tenant improvement grants. Total grant monies available for the program is $50,000.

Tenant improvement grants may be used for a variety of interior projects, such as:

- Interior painting
- Adding a kitchen
- Adding a bar
- ADA or seismic upgrading
- Interior lighting
- New interior walls

  Maximum grant is $25,000. The City will match 50% of eligible costs. There are two competitive application rounds. Fall 2015 – application deadline November 6, 2015. Spring 2016 – application deadline March 11, 2016.

C. Development Opportunity strategies Pilot Program

This program offers up to $25,000 in matching grants (50%) per site to explore development opportunities in key areas of the city. A total of $100,000 in grant funds available to assist redevelopment. This program will enhance livability and attract new jobs to Beaverton's Urban Renewal District by incentivizing increased density in mixed-use, office space and industrial development. The program provides matching grants to hire real estate development consultants to help identify opportunities for improving underutilized peroperties and provide project management assistance.

Examples of eligible activities include:

- Site plans and architectural studies
- Development feasibility studies
- Environmental assessments
- Engineering studies
- Building inspections

- Project financial analysis

  Qualifications

- Applicants must have site control (own, option, etc.
- Property must be located within the Urban Renewal area. Provide significant increase in density and/or employment
- Eligible projects include significant rehabilitation, redevelopment or new development
- Applicants will be required to incorporate community strategies and vision elements into their development plans
- Projects should be able to be constructed within 5 years or less
- Preference will be given to projects that provide some or all of the following: (a) located with RC-To, RC-OT or industrial zones and (b) provide mixed-use development and/or high density housing with building frontages up to the street (in applicable zones)

Harold asked if more than one of the programs could be accessed simultaneously. Megan responded that a business can take advantage of both the inside and outside grant programs at the same time. Harold then asked if there was a list of criteria on which the projects will be judged. Megan responded that the criteria should be online in the next few days.

Megan spoke about the informational meetings about the new incentive programs. There are two meetings scheduled—Thursday October 15 from 2:30 to 4:00 p.m. and on Thursday, October 29 from 6:00 to 7:30 p.m.

Stewart asked if the interior program was set up similarly to the storefront program where there is a design portion and a construction portion. Megan replied that if you are renovating the interior, you will need an architect. The city will not provide resources.

There was some discussion about funding for the projects. Megan noted that the city currently has a relationship with Banner Bank which has offered a financial package. Grants are on a reimbursement basis. The requestor has to come up with the entire amount first and then the city reimburses. Banner has a program whereby they will finance the entire amount potentially, knowing that the city money will be coming in. Cameron asked who pays the interest on this program. Megan responded that it is totally up to the person requesting the loan and their bank.
Any interest incurred is the requestor's expense.

<u>Plaza Brick Engraving</u>

Gina Wilson spoke to the group about engraving the bricks in the new plaza on Broadway. She said that, rather than focusing on the historical aspect of Beaverton, the bricks could be used as a kind of scavenger hunt. She gave several examples of information that could be included on the bricks. Gina said that there would be flyers in the businesses on Broadway that would assist people in playing the game. Linda Le Claire asked who would be responsible for designing the flyers and printing and distributing them after the design process. Gina responded that she understood this was part of the streetscape project. After further discussion, the question was asked under which committee this task would fall. It was determined that the Promotion Committee should be tasked with this project. Gina said she would meet with the Promotion Committee to see what the next steps should be.

<u>Review and Approve Minutes</u>

Tara Pedersen moved to approve the minutes of the September meeting. Sue Anderson seconded and the motion passed unanimously.

<u>Retreat</u>

Paul reminded everyone that they should have completed the survey forwarded by Sheri Stuart. If not, it could be submitted late. Linda asked if there was a designated spot where everyone is meeting and gaining access to the library. Paul responded that he would be there at 8:00 a.m. to open the door.

City Seed Fund Proposal

Tabled

The meeting adjourned at 12:45 p.m.