

Minutes

Core Area Advisory Board

Thursday January 19, 2023

Council Chambers, 710 NW Wall Street Bend, OR

3-4:30pm PST



CITY OF BEND

This meeting will be held in person for board members and via Zoom for members of the public.

3:00 p.m. Core Area Advisory Board Meeting

Roll Call

- Kurt Alexander, Chair, present
- Corie Harlan, Vice-chair, present
- Alyssa Heim, present
- Dale Van Valkenburg, present
- John Fischer, present
- Jeff Baker, present
- Katherine Austin, present
- Kina Chadwick, present
- Elisa Cheng, present
- Sharon Smith, Bend LaPine School District, present
- Rachel Colton, Bend Park, and Recreation District, present
- Sara Odendahl, Bend Chamber, present
- Nick Lelack, Deschutes County, not present.
- Lynne Mildenstein, Deschutes Library District, present
- Rachel Zakem, Central Oregon Intergovernmental Council, present
- TBD- Central Oregon Community College
- Barb Campbell, City Council, present

1. Conflicts of Interest Disclosures

- **Elisa Cheng**-Member of Core Area Advisory Board (CAAB). No potential conflicts of interest.
- **Kathy Austin**- Member of Core Area Advisory Board (CAAB). No potential conflicts of interest.
- **Kina Chadwick**- Member of Core Area Advisory Board (CAAB). No potential conflicts of interest.
- **Dale VanValkenburg**-Member of Core Area Advisory Board (CAAB). Employer is Brooks Resources who owns property at 181 Franklin Avenue and an ownership interest in property on First and Hawthorne Avenue, which both are in the CORE Area. Potential conflicts of interest on both of those.
- **Corie Harlan**- Vice-chair of Core Area Advisory Board (CAAB) also, Cities and Town Program Manager with Central Oregon Land Watch. No potential conflicts of interest.

- **John Fisher**- Member of Core Area Advisory Board (CAAB). Potential conflict as he and employer Ashely Vance Engineering are working on projects within the Core Area
- **Jeff Baker**- Member of Core Area Advisory Board (CAAB). Employer is Craft3. No potential conflicts.
- **Alyssa Heim**- Member of Core Area Advisory Board (CAAB). Potential conflict of interest. Alyssa and her husband own Big Story Book Store on Greenwood near 3rd Street.

2. Approve Minutes (5 minutes) – Vice Chair Corie Harlan

Elisa Cheng made motion to approve the December 15, 2022, minutes; Jeff Baker seconded. Unanimously approved.

3. Elect New Chair & Vice Chair (10 minutes) – Allison Platt

Allison Platt explained to the committee that a new Chair and Vice-chair are elected each January.

Round table nomination discussion:

- Kina Chadwick-nominates Corie Harlan as Chair and Elisa Cheng as Vice-Chair.
- Alyssa Heim nominates Corie Harlan as Chair.
- Jeff Baker commented, whoever is willing as all our committee members are capable and qualified.
- Dale Van Valkenburg mentioned whoever is willing and noted Kurt Alexander's interest to serve as Vice-chair.
- John Fisher seconded Kina Chadwick's nominations for Corie Harlan as Chair and Elisa Cheng as Vice-chair.
- Elisa Cheng is willing/has interest in being Vice-chair and nominates Corie Harlan as Chair.
- Corie Harlan is willing to serve as Chair and nominates Elisa Cheng as Vice-Chair.
- Kathy Austin nominates Corie Harlan as Chair and Elisa Cheng as Vice-Chair.

Although Kurt Alexander is not currently present, he has expressed that he is not interested in serving as Chair again but would serve as Vice-chair.

Kina made a motion to officially nominate Corie Harlan as Chair and Elisa Cheng as Vice-Chair; Kathy Austin seconded. Unanimously approved.

4. Public Comment (15 minutes) – Chair Corie Harlan

No Public Comment at the beginning of the meeting, it was opened at the end of the meeting.

Musarrat Idan owns property on Division Street. City wants to improve three core areas, Franklin, Hawthorne, and another. There is a shelter on Division Street and another one opening in February. The intersection of Division and Revere is intimidating after certain hours. I have tenants who want to walk to the market and back. Could the City add that intersection to their program to improve it?

Allison Platt to coordinate with transportation team and see if this is feasible.

Grace Weger, Director of Acquisition and Land Development for Bend Redmond Habitat for Humanity. I wanted to encourage this committee to think about ways to encourage commercial developers to partner with affordable housing in the Core area. A lot of the affordable housing providers do not have a lot of mixed-use experience, I feel this sort of a partnership would be beneficial.

Mike Tucker, Realtor who specializes in Short-term Rentals (STR). The smaller the unit's potential vibe is for being more fun. Someone is going to purchase that land, which is not cheap, and they are going to do something Up. Probably not STR's but more like the boutique hotel, but more individual units, it might navigate itself rather than being another Motor INN that's flat, and its got a bunch of units. That is a lot of money for that land and that's not the best use for the land, but STR's might get you more.

5. Council Listening Session update (10 minutes) – John Fischer & Allison Platt

Council hosted listening session today at 11:00 am and again at 5:30pm. John Fisher spoke on behalf of CAAB at the listening session. City Council is receptive to all CAAB suggestions. Allison Platt added into the talking points, identifying car free streets.

Councilor Campbell commented on the listening session. Uncertainty surrounding the CBD, where is City Hall going to be located? The Hawthorne Bridge? And the Bottle Drop Center?

Next steps: Council will put together their goals for this biennium and that will inform budget setting process.

6. Development Partnership Programs (45 minutes) – Allison Platt, Alex Joyce & Pauline Ruegg

Cascadia Partners consulting firm Alex Joyce, head of Real Estate Services Division of Cascadia Partners and Pauline Ruegg, Senior Associate at Cascadia Partners. Pauline has worked in a range of Urban Planning including economic development.

Three draft partnership programs were reviewed, as well as lessons learned from meeting with Urban Renewal Staff from Beaverton.

Presented to CAAB three draft development partnership programs that were developed in response to the three subcommittee meetings with CAAB members.

Slide presentation of “Lessons learned from Beaverton” is shared.

- Beaverton has a stronger stance on acquisitions.
- They were able to kick start some business assistance programs with larger focus on restaurant creation.
- Continuously updated programs over time to better match the needs at that time.
- Incentivized or created programs specifically for restaurants.

3 different business assistance programs:

- Conceptual design/feasibility grants
- Matching grants
- Placemaking grants

CAAB members asked staff the following questions about the Beaverton program:

- Have projects that have used the pre-design assistance moved forward with actual projects? What percentage?
- What was particularly successful?
- Can we learn more about their acquisition strategy and focus on acquisition?

Allison Platt asked for feedback from all committee members on the three programs for the Core Area. Once Allison gets feedback, they will start to draft the actual program policies and the funding eligibility before the February 16th meeting. Then a final draft of these programs and policies will be developed and recommended to Bend Urban Renewal Area (BURA) at the March meeting and bring to BURA for consideration on April 5th.

3 distinct drafted programs:

- Storefront Improvement Program up to \$50K
- New Development Assistance Program up to \$750K, capped at this amount due to prevailing wage requirements.
- Business/Tenant Support Program up to \$50K

Discussion surrounding demographic eligibility for the Business/Tenant Support Program.

Allison Platt suggested a straw poll, who is interested in looking at expanding the program eligibility versus not? Committee agreed to have options presented at next meeting.

Discussion around eligibility of hotels/motels as preferred uses for the New Business Assistance Program- motels (auto oriented) did not seem like the priority. Staff to provide option for more nuanced definition for that at next meeting.

Kathy Austin also asked for Allison to come back with a little more information on purchasing land from land-owners with seller financing, based on Beaverton's information.

What do we want to see in terms of STR in the Core area in the future?

7. Next Meeting & Information Sharing (5 minutes)

- a. Business Consultations- City of Bend and Bend Chamber partnered to provide two Core Area businesses with free consultations, see the reports attached.
 - [Colima Market Report & Recommendations](#)
 - [Midtown Ballroom Report & Recommendations](#)
- b. Next Meeting: Thursday, February 16, 2023 3-5pm

8. Adjourn: 4:45pm

To watch a recording of this meeting click the link below:

[January 19, 2023](#)
