



CITY OF BEND
BEND URBAN RENEWAL AGENCY

Meeting Minutes

Core Area Advisory Board

Date: Thursday, April 17, 2025

Location: Council Chambers, 710 NW Wall Street, Bend

Time: 3-5 pm PST

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

Youtube link to watch recorded meeting:

<https://youtube.com/live/pdk6seLivW0?feature=share>

3:00 PM

1. **Call to Order:** Van Valkenburg (Chair) called the meeting to order at 3:05 pm.

2. **Roll Call:**

Katherine Austin, Dawn Cofer (online), Rachel Colton (online), John Heylin (online), Hank Kamakaala, James Teeter, Dale Van Valkenburg (Chair)

3. **Approval of Minutes:**

John Heylin (Chair) motioned to approve meeting minutes from previous meetings, the motion was unanimous.

Minutes approved were:

November 7, 2024

January 23, 2025

March, 20, 2025

4. **Public Comments:**

No public comments were given.

5. **Economic Development Strategic Plan Framework**

Cyrus Mooney, Business Advocate, presented updates on the City's first Economic Development Strategic Plan, highlighting it's focus on equitable economic growth for the next 10 years.

Key Themes:

1. Enhancing access to housing, jobs, education, and community resources.
2. Preserving Bend's unique character while supporting development
3. Stabilizing and diversifying the economy by supporting business growth.

Timeline and Progress

Data collection and analysis phases out underway, including housing, retail, demographics, and industry cluster research

Stakeholder engagement will involve 100 interviews and a focus

groups starting June, 10, 2025.

The plan's adoption is targeted for December 3, 2025, followed by Annual reviews and biennial updates.

Challenges and Recommendations

Members emphasized housing affordability, broader stakeholder outreach, and academic input as critical components for plan success.

6. Facade and Beautification Grant Program

Jonathan Taylor, Urban Renewal Project Manager presented proposed updates to modernize the Façade and Beautification Grant Program, focusing exclusively on external improvements.

Program Highlights

Projects must enhance building facades or frontages within Bend's Urban Renewal Districts

50% grant match up to \$10,000 per project

Improve area aesthetics, pedestrian experience, and business opportunities.

Board Feedback

Members suggested increasing the maximum grant amount and reducing the match requirement for broader accessibility.

Collaboration on shared projects and inclusion costs were identified as priorities.

7. Revolving Loan Fund Program Research

Jonathan Taylor, Urban Renewal Project Manager presented on researching a revolving loan fund (RLF) as a tool to support businesses in the core area

Proposed Structure

Target high risk businesses, including startups and minority owned Enterprises.

Offer loans for land acquisition, construction, façade, improvements, and Equipment.

Loans would be repaid to replenish the funds for future projects.

Board Feedback

Members supported the initiative, recommending partnership with COIC, Business Oregon, and other experienced organizations.

Emphasis was placed on equitable access and leveraging existing expertise to streamline implementation.

8. Staff Liaison Report

Jonathan Taylor, Urban Renewal Project Manager presented data initiatives and collaboration with Visit Bend to collect geolocation data on consumer spending, visitation, and economic trends in the core area.

Budget Update

Current tax increment revenues are lower than projected.

Spending is aligned with available cash flow, with \$9.2 million allocated to transportation out of a \$65 million target.

Platform Project Update

The developer is deciding between the MUPI and Tiny TIF tax exemption programs.

Shorter-term exemption, higher tax increment later.

Longer-term rebate: provides affordability and community benefits.

The choice will impact TIF revenue and the City's bonding capacity.

9. Development and Planning Updates

Core Area Vision

Focus on incentivizing specific development projects and targeting Parcels for mixed-use or residential projects

City Hall development in the core area remains under evaluation.

10. Board Member Areas of Interest

Racheal Baker emphasized the need for master planning discussions and offered additional insights on budgeting and urban renewal efforts

John Heylin shared plans for a tool lending library in partnership with Habitat for Humanity Restore.

11. Adjournment:

Meeting was adjourned by Van Valkenburg (Chair) at 4:45 pm.

12. Action Items:

The second street ribbon-cutting event is scheduled for late May or early June to celebrate the first BURA-funded project

13. Next Meeting:

The next work session is June 26, 2025, and will be focused on single egress residential policies with input from planning, engineering, and fire marshal terms.



Accessible Meeting/Alternate Format Notification

This meeting/event location is accessible. Sign and other language interpreter service, assistive listening devices, materials in alternate format such as Braille, large print, electronic formats, language translations or any other accommodations are available upon advance request at no cost. Please contact the meeting organizer no later than 24 hours in advance of the meeting at jtaylor@bendoregon.gov, or fax 385- 6676. Providing at least 2 days notice prior to the event will help ensure availability.