



URBAN RENEWAL AGENCY

Urban Development Department

Si necesita ayuda para comprender esta información, por favor llame 503-588-6178.

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Downtown Advisory Board

Board Members

Jill Munger, Chair
Aaron Terpening, Vice-Chair
Hillary Banks
Brad Compton
Chip Conrad
Jesse Hayes
Vincenzo Meduri
Laurie Miller
Maria Palacio
Ron Welter
Dana Vugteveen

City Staff

Sheri Wahrgren, Downtown Revitalization
Rebecca Ziegler, Project Manager
Anita Sandoval, Supervisor

Next Meeting: Action Item

www.cityofsalem.net

It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, and source of income, as provided by Salem Revised Code 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, Americans with Disabilities Act of 1990, and related statutes and regulations, in all programs and activities.

Meeting Agenda

Thursday, January 25, 2018
12 p.m. – 1:30 p.m.
UD Conference Room
350 Commercial St NE

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes
 - a. December 7, 2017
4. Board Member Comment
5. Public Comment
(Appearance of persons wishing to address the Board on any matter other than those which appear on this Agenda.)
6. Action Items –
 - a. DAB Meeting dates for FY 2018-19 Budget preparation?
7. Old and/or New Business
 - a. Board Ethics, Public Meeting, and Public Records Training – Brian Luse, Assistant City Attorney
 - b. Overview of City Wide Strategic Action Plan – Kristin Retherford
 - c. Overview of FY 2018-19 Parking Fund Budget – Renee Frazier
8. Adjourn

MINUTES
Downtown Advisory Board
Thursday, December 7–12:00 P.M.
Urban Development Conference Room
350 Commercial St NE

This Action Agenda/Minutes complements the **MP3** and WMA recording of the meeting, which may be reviewed at <http://www.cityofsalem.net/Pages/downtown-advisory-board.aspx>

1. CALL TO ORDER

Call to Order and Roll Call: 12:05 PM

Roll Call: Brad Compton; Chip Conrad; Jesse Hayes; Vincenzo Meduri, Jill Munger; Maria Palacio; Dana Vugteveen Aaron Terpening;

Absence: Hillary Banks; Ronald Welter; Laurie Miller

Staff: Anita Sandoval; Rebecca Quandt, Sheri Wahrgren, Brady Rogers

Guests: Ross Swartzendruber, Jim Vu, Beth Yockey Jones

2. APPROVAL OF AGENDA

Motion: Move to approve the agenda for December 7, 2017, as presented

Motion by: Board Member Compton

Seconded by: Board Member Hayes

Action: Approved the agenda for December 7, as presented.

Vote: Aye: Unanimous **Motion PASSES**

3. APPROVAL OF MINUTES

Motion: Move to approve the Minutes from October 26, 2017, as presented.

Motion by: Board Member Terpening

Seconded by: Board Member Munger

Action: Approved the Minutes from October 26, 2017, as presented.

Vote: Aye: Unanimous **Motion PASSES**

4. BOARD MEMBER COMMENT

a. Member Meduri – Enlightened Theatrics

5. PUBLIC COMMENT on items not on the agenda –

a. Jim Vu – Salem Main Street Update

6. ACTION ITEMS – None

a. Election of 2018 officers

Motion: Move to nominate and elect Jill Munger as Board Chair

Motion by: Board Member Palacio

Seconded by: Board Member Meduri

Action: Approved

Vote: Aye: Unanimous **Motion PASSES**

Motion: Move to nominate and elect Aaron Terpening as Board Vice-chair

Motion by: Board Member Palacio

Seconded by: Board Member Meduri

Action: Approved

Vote: Aye: Unanimous **Motion PASSES**

7. OLD and/or NEW BUSINESS

a. Entertainment District Presentation – Ross Swartzendruber, Salem Creative Network

Handouts:

- *Salem Creative Network proposal web links*
- *SRC Chapter 51 Event Sound Permits*
- *Portland Police Bureau: The Central Precinct Entertainment Zone*
- *Portland Ordinance – Street Closure Pilot Program*
- *Milwaukee, Wisconsin Hospitality Zone Assessment*

Presentation: Providing more cultural opportunities for Salem by exploring an Entertainment District and/or amending the noise ordinance. The Board agreed by consensus to move forward gathering information to form a position in response.

Comments/Questions: Meduri, Wahrgren, Palacio, Terpening, Rogers, Hayes, Vu

b. Downtown Salem Streetscape Design Plan Update

Handouts:

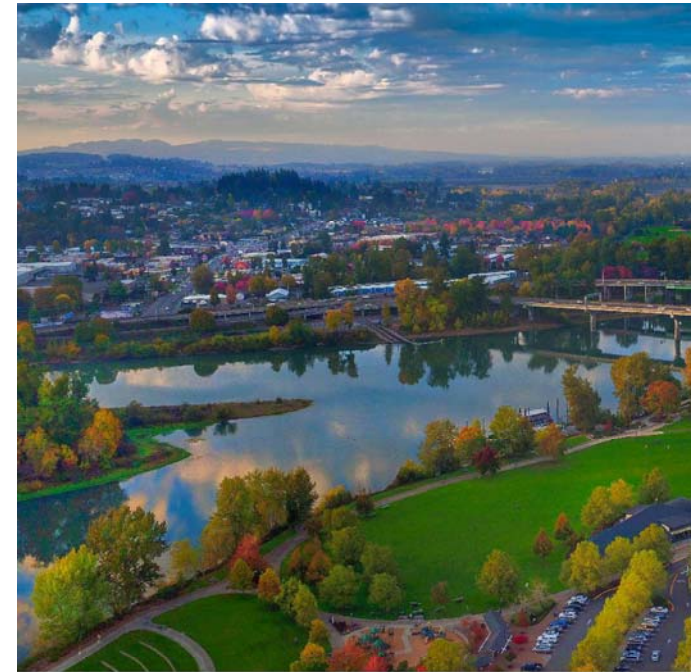
- *Downtown Salem Streetscape Plan overview*
- *Riverfront Park Master Plan Update public meeting dates*

Online Open House Survey: www.cityofsalem.net/downtown. Next Open House is February 13, 2018.

Comments/Questions: Wahrgren, Palacio, Meduri, Vu

8. ADJOURN

Chair Vugteveen adjourned the meeting at 1:07 PM. Next meeting January 25, 2018.



Salem Strategic Plan
Fall 2017

City of Salem Strategic Plan

Guiding the Future of Salem

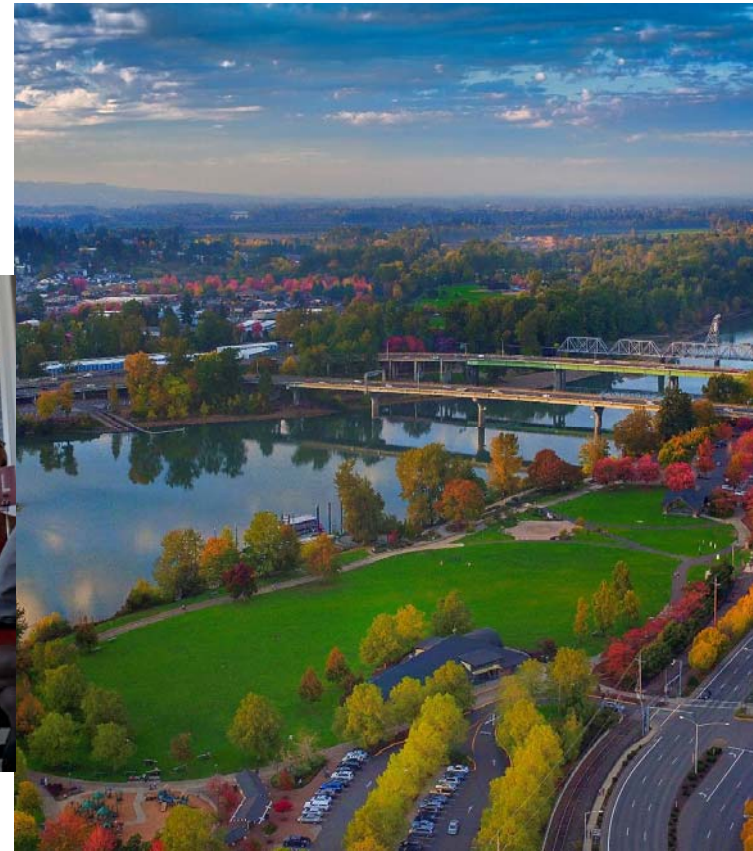
Expanded Department Head Group

January 16, 2018



Why This? Why Now?

- Develop a tool to guide the City's future decision-making as the community grows and changes



Expanded Department Head Group: January 16, 2018

How Did We Do It?

Situation Assessment

October 2016 - January 2017

- How is City government doing? (interviews, surveys, open houses)

Strategic Plan

February – October 2017

- What are the City's mission, vision, values?
- What are the City's goals for next five years?

Transition to Council Policy Agenda

Ongoing

- How do we position the City to achieve community and Council-defined outcomes?
- What will the City do year one to achieve Strategic Plan outcomes?
- How will we know we're making progress?

Vision

**Overarching
statement
that
describes
where you
want the
organization
to be in the
future**

- **A safe and livable capital city with a sustainable economy and environment that is open to all**



Mission

**A statement
of
organizational
purpose;
defines who
you are, your
products,
services,
customers
and overall
strengths**

- **The City of Salem provides fiscally sustainable and quality services to enrich the lives of present and future residents, the quality of our environment and neighborhoods, and the vitality of our economy.**



Values

**Central tenets
of what an
organization is
willing, and
not willing, to
do in support
of its
constituents**

- **Opportunity**
Salem is proactive and forward-thinking
- **Compassion**
Salem is fair, equitable, and safe
- **Responsiveness**
Salem is at your service, with capacity and partnerships to prepare for the future
- **Accessibility**
Salem is open and inclusive

What We Do: Salem's Service Areas

- **Safe Community.** A safe community proactively reducing the risk of crime, fire, natural disasters and health emergencies to residents, businesses and property owners.
- **Welcoming and Livable Neighborhoods.** Neighborhoods are safe and clean, with a mix of quality housing with access to parks, recreation, historic and cultural resources, and the arts.
- **Strong and Diverse Economy.** A diverse economic base with robust job growth, business retention and recruitment, a thriving downtown, and tourism.
- **Safe, Reliable and Efficient Infrastructure.** An integrated system of streets and bridges for pedestrian, bicyclist, motorist and freight mobility, with civic buildings and utility systems to support Strategic Plan outcomes.
- **Natural Environment Stewardship.** Protected natural resources including healthy streams and the Willamette River, and a reduced impact from the built environment and City operations on our environment.
- **Good Governance.** The enterprise is managed to the City Council's goals for our community, as expressed through the Strategic Plan, to be fiscally sustainable, provide quality services, proactively engage residents, be forward thinking, and build capacity and partnerships to prepare for the future.

What's Important?

The Situation Assessment

Overall, positive feedback

- Public safety
- Cultural services and recreation

Opportunities:

- Development, land use, planning
- Infrastructure and transportation
- Access to housing
- Coordinated systems to make, implement and evaluate policy decisions
- Communications



Strategic Plan: 7 Focus Areas

Vision for Growth and Development

A comprehensive, long-term vision for future growth and development in Salem that has community participation

Affordable Housing, Social Services, and Homelessness

- Implement a Housing First strategy to provide housing security for Salem residents
- Accessible health and social services for Salem residents

Strategic Plan: 7 Focus Areas

Economic Vitality

- A greater survival rate for small businesses, growth of existing businesses, and attraction of new businesses
- A vibrant downtown with low commercial vacancy, improved public amenities and high-quality housing that meets the needs of residents of all ages and incomes

Critical Infrastructure

- Simplify and streamline the City's infrastructure and master planning to better align City Council and community goals for the development and maintenance of a robust infrastructure system

Strategic Plan: 7 Focus Areas

Fiscal Sustainability

- Align City services and available resources, and maintain a fund balance for the future

Public Transportation

- A public transportation system that meets community needs

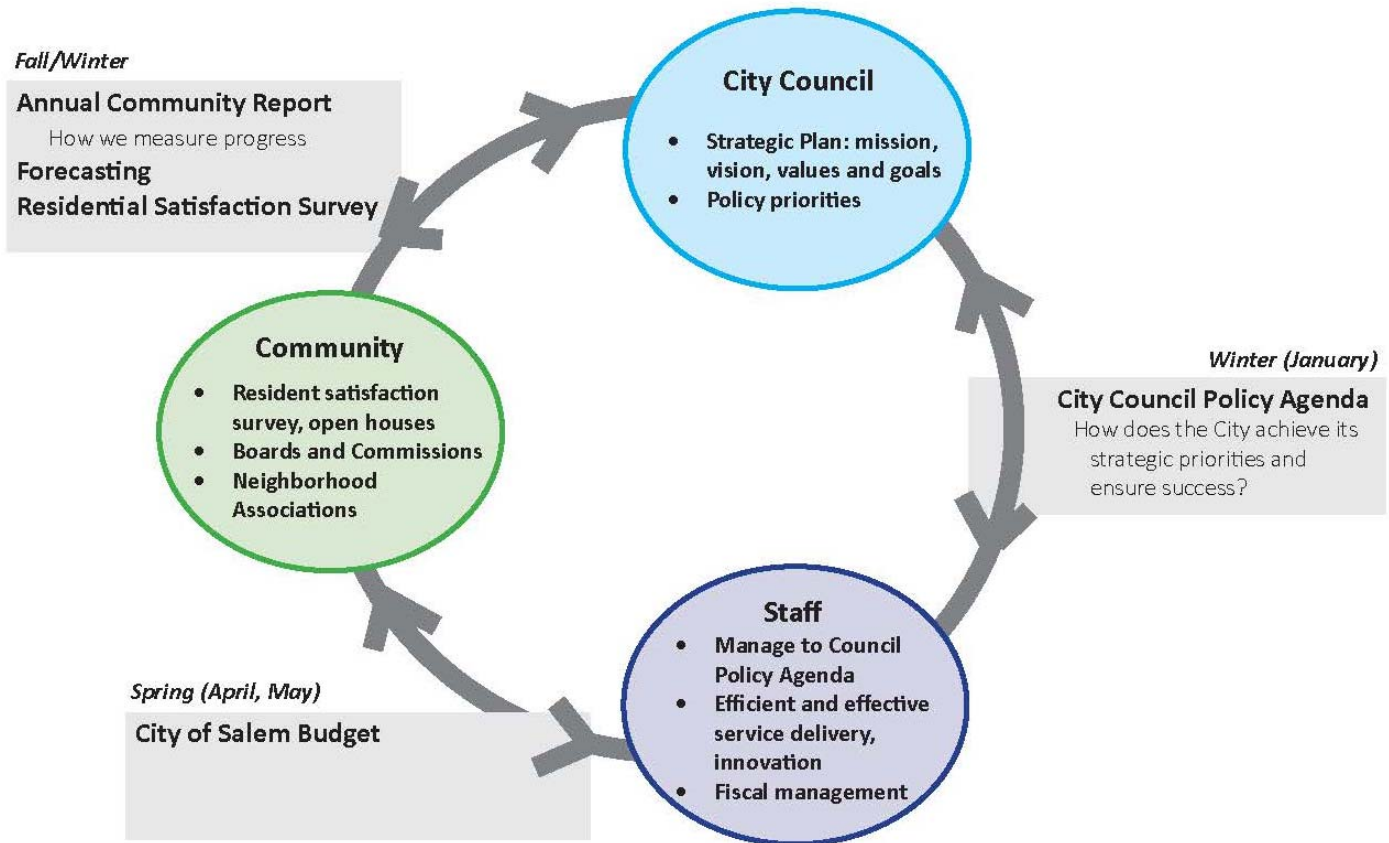
Environmental Action

- Prepare a community-wide environmental strategy

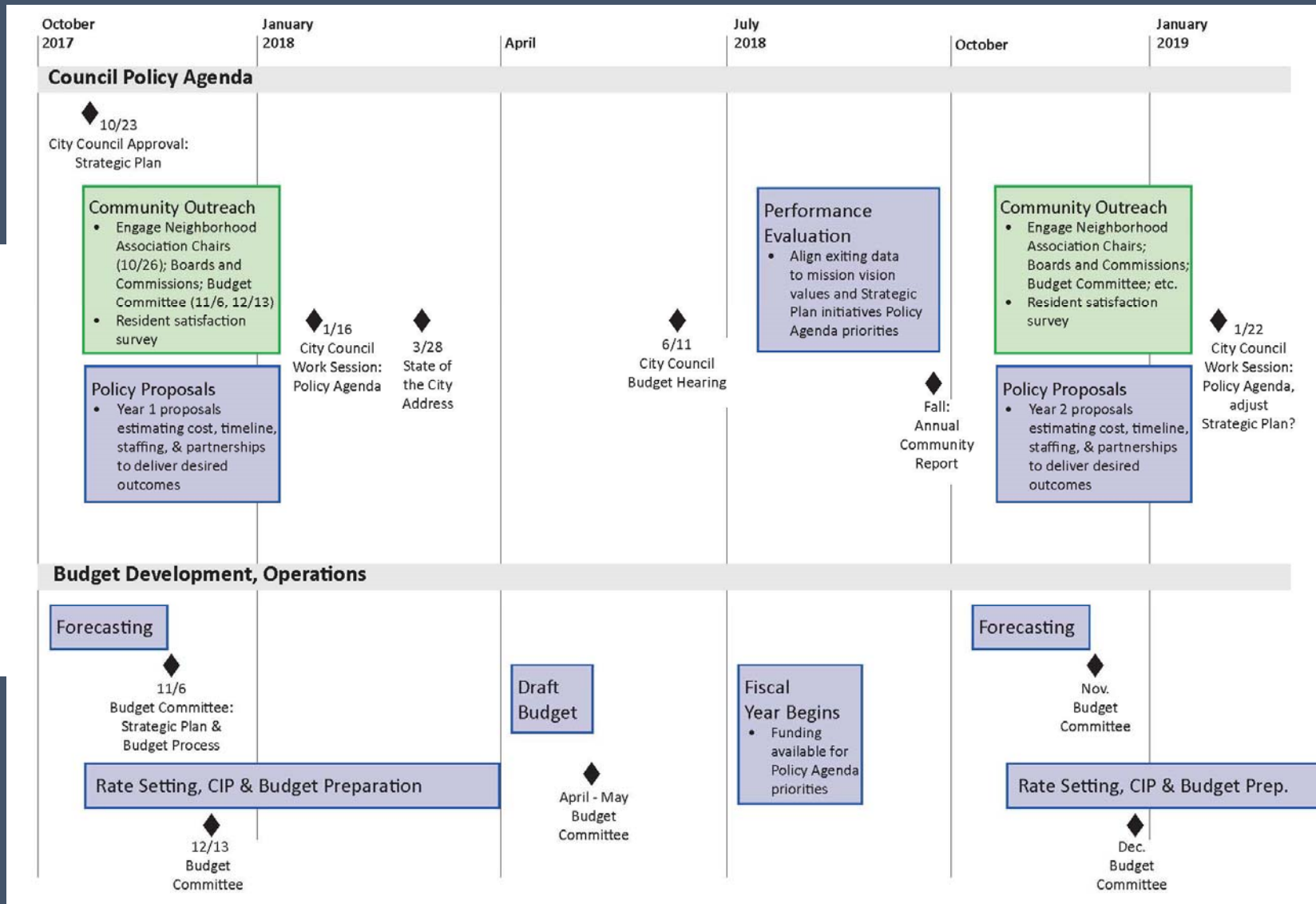
What's Next? Policy priorities & budget

- ✓ **December: Residential Satisfaction Survey**
- **January 16: City Council Work Session**
 - Priorities for Year 1 (Council Policy Agenda) among Strategic Plan actions
- **Manage to the Council Policy Agenda through Budget**
- **July: Fiscal Year begins**
- **Fall: Report progress to the City Council and community**
- **Repeat...**

City Council Policy Agenda, the Budget and Operations



The Details





RIVERFRONT DOWNTOWN CAPITAL IMPROVEMENT GRANT SUMMARY
January, 2017 – November 27, 2017

| Funding (Committed) | Total Project Costs | Applicant | Property Address | Objective | Status |
|--------------------------------|--------------------------------|------------------------------------|-------------------------|---|---------------|
| \$284,746 | \$1,505,241 | FT, LLC | 260 Liberty St. NE | Business Recruitment Interior Renovations, Pacific Office Automation | Active |
| \$32,750 | \$60,500 | Breyman Estates | 310-320 Court St. NE | Business expansion (Olivia's relocation to former Schryock's space) | Completed |
| \$18,384 | \$32,470 | Horenstein Salem Property Trust | 176 Liberty St. NE | Business Recruitment (interior renovations for new Bo & Vine Restaurant) | Completed |
| \$72,733 | \$160,554 | FUD Properties LLC | 456 Court Street NE | Business expansion (Kitchen on Court expansion into former Tryst Hair Salon space) | Completed |
| \$75,742 | \$226,974 | Pioneer Trust Bank, N.A. | 117 Commercial St. NE | Business Expansion, upper floor renovations (Heltzel Williams Law Firm) | Completed |

| | | | | | |
|----------|-----------|-----------------|----------------------------|--|-----------|
| \$10,996 | \$16,991 | Arbuckle Costic | 363 State Street | Emergency Sewer Line replacement for adjacent property business recruitment | Completed |
| \$15,415 | \$25,089 | Janet Ogdahl | 379, 381, 383 State Street | Business recruitment Interior renovations for restaurant | Active |
| \$75,948 | \$163,353 | Vien To | 148 Liberty St. NE | Historic Preservation Exterior façade improvements to building occupied by Engleberg Antiques | Active |
| \$68,923 | \$347,559 | City of Salem | 350 Chemeketa St. NE | Business recruitment Interior renovations for former Urban Alley restaurant space for Rudy's Steakhouse | Active |
| \$42,722 | \$75,443 | Ilse Green | 237-245 High Street | Historic Preservation Window replacement | Active |
| \$16,292 | \$88,814 | City of Salem | 315 Chemeketa St. NE | Business recruitment/expansion Interior improvements to former Olivia's space for banquet space | Active |

| | | | | | |
|-----------|----------|-------------------------------|---------------------------|---|--------|
| \$37,075 | \$69,150 | State Street LLC | 494 State Street | Upper floor space renovation for business recruitment | Active |
| \$300,000 | \$2.4M | McLeod Brothers & Sister, LLC | 105-135 Liberty St. NE | Upper floor renovation, elevator, and major façade renovation | Active |
| \$17,541 | \$48,789 | City of Salem | 365 Ferry Street, Suite A | Business Recruitment, interior space renovations | Active |

RIVERFRONT DOWNTOWN CAPITAL IMPROVEMENT GRANT SUMMARY
January, 2017 – December 31, 2017

| Funding (Committed) | Total Project Costs | Applicant | Property Address | Objective | Status |
|--------------------------------|--------------------------------|------------------------------------|-------------------------|---|---------------|
| \$284,746 | \$1,505,241 | FT, LLC | 260 Liberty St. NE | Business Recruitment Interior Renovations, Pacific Office Automation | Active |
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| PARK SALEM MONTHLY REPORT | | | | | | | |
|---|-----------------------------|-----------------------------------|---|---|---------------------|---|-------------------|
| as of January 15, 2018 | | | | | | | |
| | | | | | | | |
| Parking Resource Summary | | | | Budget Summary | Actual | 17-18 Budget | % of YTD** |
| Total On-Street Parking Spaces | 1,106 | | | Liberty | \$146,164 | \$262,200 | 56% |
| Free Customer Unlimited Time Parking Spac | 1,080 | | | Chemeketa | \$109,349 | \$199,380 | 55% |
| Free Customer 30-Minute Spaces | 32 | | | Marion | \$89,930 | \$175,910 | 51% |
| <i>Remaining spaces loading zone,ADA,motorcycle</i> | | | | Riverfront | \$9,914 | \$23,850 | 42% |
| | | | | | | | |
| | Total Parking Spaces | Total Free Customer Spaces | Free spaces as a % of total spaces | Total Number of Permits for Sale | Permits Sold | Permits sold as a % of total permits | |
| Liberty Parkade* | 370 | 117 | 32% | 430 | 321 | 75% | |
| Chemeketa Parkade* | 619 | 297 | 48% | 352 | 294 | 84% | |
| Marion Parkade* | 1,052 | 505 | 50% | 546 | 329 | 60% | |
| Riverfront Park | 238 | 161 | 68% | 103 | 71 | 69% | |
| *Daily permits are not factored into total number of permits for sale. | | | | | | | |
| | | | | | | | |
| Daily Permits Sold Liberty | | | | 10 | | | |
| Daily Permits Sold Chemeketa | | | | 17 | | | |
| Daily Permits Sold Marion | | | | 143 | | | |
| Daily permits are not sold at Riverfront Lot | | | | | | | |
| | | | | | | | |
| Total Free Customer Spaces also include ADA and EV Designated Spaces | | | | | | | |
| | | | | | | | |