

# MINUTES

## Downtown Advisory Board

Thursday, May 23, 2019–12:00 P.M.  
Urban Development Conference Room  
350 Commercial St NE

### 1. CALL TO ORDER

**Call to Order and Roll Call:** 12:00 PM

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

**Absent:** Chip Conrad; Hillary Banks; Ed Whipple

**Staff:** Kristin Retherford, Anita Sandoval; Sheri Wahrgren; Rebecca Ziegler; Kimberli Fitzgerald; Aaron Kimsey

**Guests:** Tom Hoffert and TJ Sullivan, Chamber; Jacque Harvey and Linda Nisioka, Salem Main Street

### 2. APPROVAL OF AGENDA

**Motion:** Move to approve the agenda for May 23, 2019, as presented

**Motion by:** Board Member Vugteveen

**Seconded by:** Board Member Miller

**Action:** Approved the agenda for May 23, 2019, as presented.

**Vote:** Aye: Unanimous **Motion PASSES**

### 3. APPROVAL OF MINUTES

**Motion:** Move to approve the Minutes from April 25, 2019, as presented.

**Motion by:** Board Member Vugteveen

**Seconded by:** Board Member Compton

**Action:** Approved the Minutes from April 25, 2019; as presented.

**Vote:** Aye: Unanimous **Motion PASSES**

### 4. PUBLIC COMMENT on items not on the agenda –

- a. Kimberly Fitzgerald, Community Development, shared the Utility Wrap project, and offered support going forward with Salem Alley Days.

*Handout: Capital Cornerstones – Outdoor History Panels*

- b. Jacque Harvey and Linda Nisioka, Salem Main Street, shared the Alley Awareness project.

### 5. ACTION ITEMS –

#### a. Consideration of DAB Support for Downtown Forum

**Motion:** Recommend approval of the date and time for a Downtown Forum and the Goals as presented

**Motion by:** Board Member Vugteveen

**Seconded by:** Board Member Miller

Comments/Questions: Terpening, Meduri, Palacio, McLeod

**Action:** Approved recommended date and time for a Downtown Forum and the Goals as presented

**Vote:** Aye: Unanimous **Motion PASSES**

#### b. Allocation of Strategic Project Grant Program Funds

**Motion:** Recommend to the Agency Board to allocate \$75,000 of RDURA Capital Improvement Grant Funds to the Strategic Project Grant Program

**Motion by:** Board Member Vugteveen

**Seconded by:** Board Member Meduri

Comments/Questions: Wahrgren

**Action:** Approved recommendation to allocate \$75,000 of RDURA Capital Improvement Grant Funds to the Strategic Project Grant Program

**Vote:** Aye: Unanimous **Motion PASSES**

**6. INFORMATION REPORTS**

**a. Riverfront Park Master Plan Project Update**

Aaron Kimsey presented an update on the Riverfront Park Master Plan

Comments/Questions: Kimsey, Retherford, McLeod

**b. Conversation with Salem Chamber of Commerce**

*PowerPoint Presentation – Downtown Advisory Board*

Comments/Questions: Wahrgren, Hoffert, Sullivan, Meduri, Retherford. Palacio

**c. Tour of 245 Court Street Apartments**

**7. ADJOURN to Court Street Apartments tour - 1:46 p.m. Next Meeting: June 27, 2019**

## Capital Cornerstones – Outdoor History Panels

## Salem, Oregon

- Five electrical boxes in Salem's Downtown (and two outside downtown) will be wrapped with a vinyl material that is printed with facts and photos about Salem's history
  - o Each box location has been okay-ed by City of Salem Public Works
- These vinyl wraps will last for many years but can be easily removed if necessary
- Graffiti resistant material
- Each box text will be translated into an appropriate language (Spanish, Chinese, or a Kalapuyan dialect)
- Inexpensive and funded through a grant program with the State Historic Preservation Office
- City of Salem Community Development partnering with the Salem Culture and Heritage Forum and other institutions listed below

## Locations of boxes in downtown Salem:



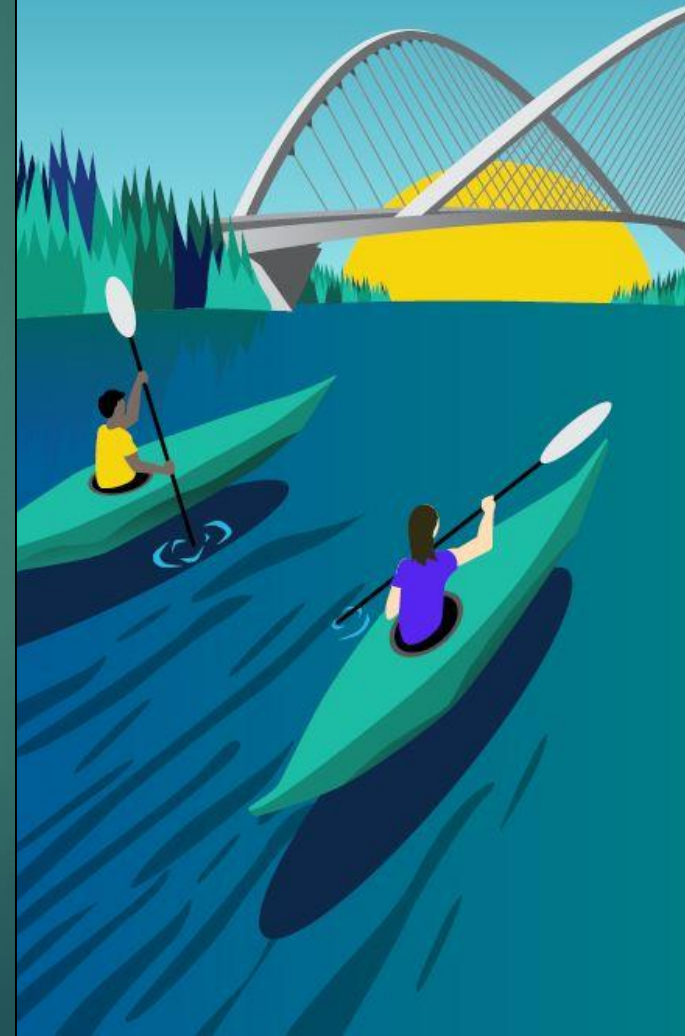
Short description of topic and partners at downtown boxes:

- Public Amusement (Liberty and Court Streets):
  - Types of amusement in Salem. Modern day festivals like World Beat or activities like the Salem Riverfront Carousel. Historic focus on parades in Salem.
  - Partners: Salem Multicultural Institute, Salem Riverfront Carousel
  - Translated into Spanish
  
- Theater History (Court and High Streets):
  - History of many theaters in Salem's downtown. Including Bligh's Capitol Theater, Ye Liberty Theater, and the modern-day Elsinore and Grand Theaters.
  - Partners: Elsinore Theater, Enlightened Theatrics, Grand Theater
  - Translated into Spanish
  
- Salem's Moving History (Church and Court):
  - History of moving buildings in Salem. Will feature Post Office (now Gatke Hall of Willamette University), and several buildings moved to the Gilbert House Children's Museum and the Willamette Heritage Center.
  - Partners: Willamette Heritage Center, Gilbert House Children's Museum
  - Translated into Spanish
  
- Salem Chinatown History (State and High):
  - History of Salem's Chinatown, including history Sanborn Maps of the area, and information about several of its important residents, like George Lai Sun – the Mayor of Chinatown and successful merchant.
  - Partners: Salem Chinese Shrine Advisory Committee (including participants from the State Historic Preservation Office, Willamette University, Salem Pioneer Cemetery, Hoy Yin Association, Willamette Heritage Center, City of Salem, and others)
  - Translated into Chinese
  
- Indigenous Art (State and Cottage):
  - History of Indigenous Peoples in the area. Will feature information about Tsamikiti (anglicized Chemeketa and now Salem), and the cultural practices of the Santiam Kalapuya who lived here.
  - Partners: Confederated Tribes of the Grand Ronde, Hallie Ford Museum of Art
  - Translated into a Kalapuyan dialect

Questions or comments can be directed to Kirsten Straus, Historic Landmarks Commission Staff Assistant, [kstraus@cityofsalem.net](mailto:kstraus@cityofsalem.net) or 503-540-2347

# Downtown Advisory Board

# DOWNTOWN SALEM



# Who We Are

- ❖ Eleven member board comprised of downtown business, property owner, financial/real estate organizations, institutional and at-large representatives.

|  |                                      |
|--|--------------------------------------|
| <b>Aaron Terpening</b> , CB2 Architects        | At-Large                             |
| <b>Vincenzo Meduri</b> , Enlightened Theatrics | Downtown Business                    |
| <b>Hillary Banks</b> , Mountain West           | Real Estate Development              |
| <b>Brad Compton</b> , Pioneer Bank             | Downtown Property Owner/Business     |
| <b>Dana Vugteveen</b> , Salem Center Mall      | Downtown Property Owner/Business     |
| <b>Scott McLeod</b> , Gray Building            | Downtown Property Owner              |
| <b>Laurie Miller</b> , Equitable Center        | Downtown Property Owner/Business     |
| <b>Ed Whipple</b> , Willamette University      | Institutional Organization           |
| <b>Chip Conrad</b> , C.O.W.                    | Downtown Business                    |
| <b>Maria Palacio</b> , Olson Florist           | Downtown Business                    |
| Vacant   | Real Estate and/or Banking/Financial |

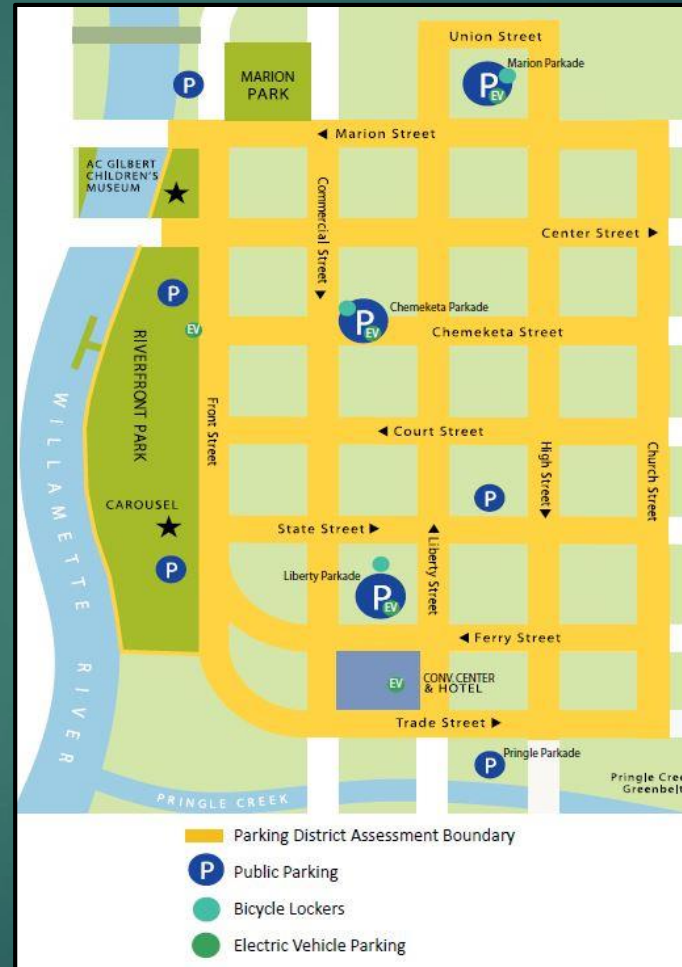
# What does the Downtown Advisory Board (DAB) do?

- ❖ Advise the Urban Renewal Agency Board on matters related to urban renewal and tax increment fund allocations for RDURA, and
- ❖ Advise City Council on matters related to the Downtown Parking District and the Parking Fund.
- ❖ Meetings are open to the public and are generally held the fourth Thursday of each month at noon.



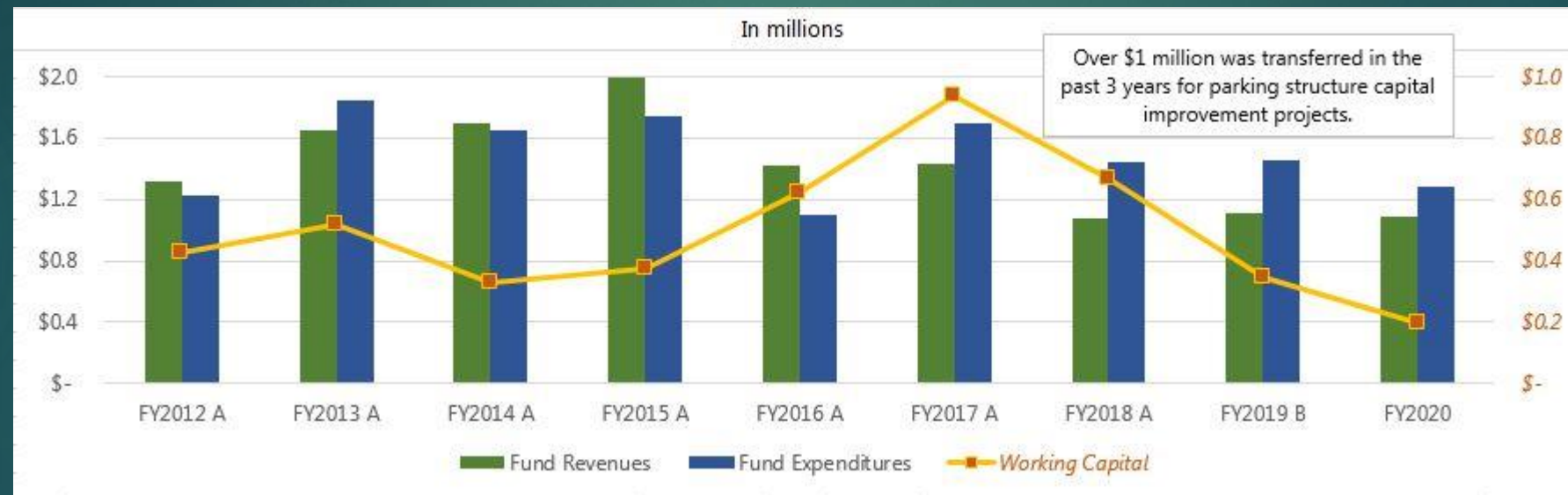
## Downtown Parking District

- ❖ Established in 1976, by the vote of the people (Chapter 7)
- ❖ Provides funding for economic promotions and public parking within the downtown parking district.
- ❖ Marion, Chemeketa and Liberty Parkades were constructed to spur development in the downtown core.
- ❖ 1,130 On-Street Parking Spaces
- ❖ 2,351 Off-Street Parking Spaces





# Downtown Parking Fund Revenues, Expenditures, and Working Capital





Salem Main Street Association Proudly Presents

**GO NUTS DOWNTOWN**

Discover Retail, Restaurants & Recreation!

**GET GAME CARD!**

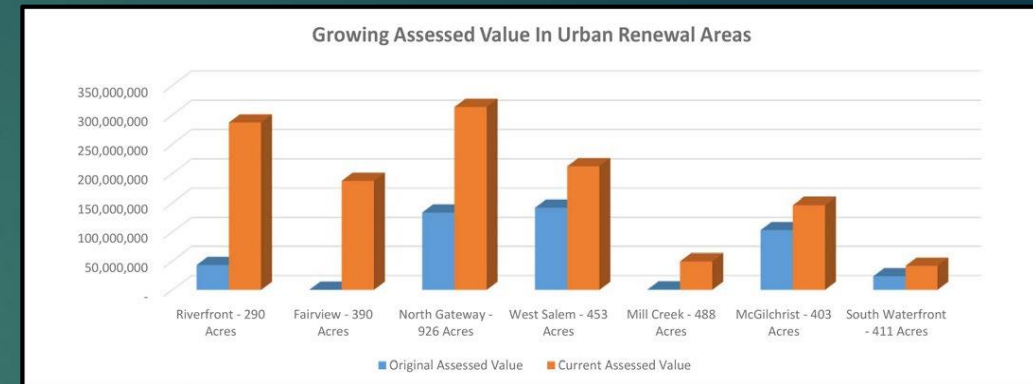
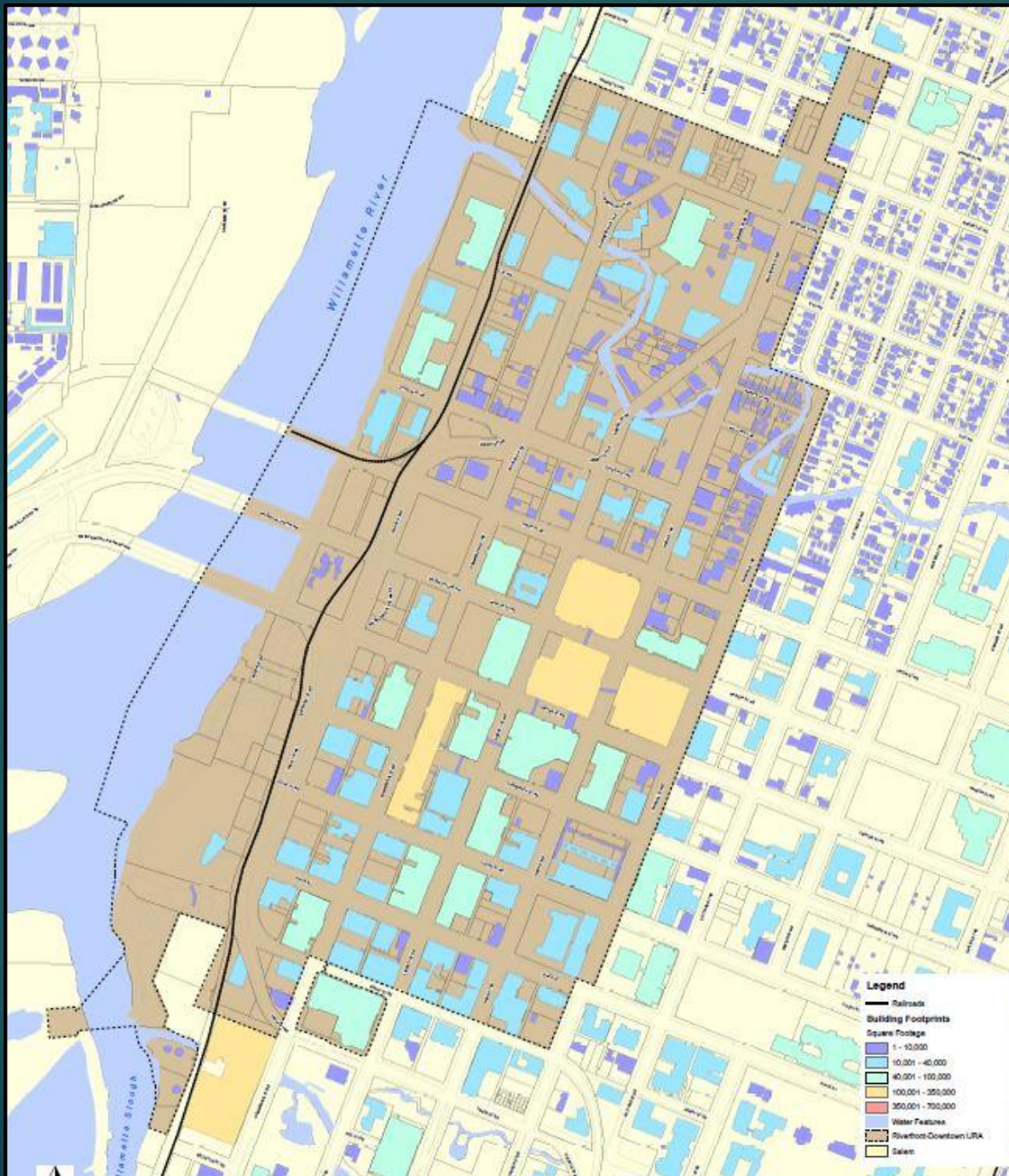
WIN A \$600 PRIZE PACKAGE

SALEM MAIN STREET ASSOCIATION

[www.GoSalem365.com](http://www.GoSalem365.com)

A promotional banner for a downtown event. It features a cartoon squirrel character on the left. The text includes 'Salem Main Street Association Proudly Presents', 'GO NUTS DOWNTOWN', 'Discover Retail, Restaurants & Recreation!', 'GET GAME CARD!', and 'WIN A \$600 PRIZE PACKAGE'. At the bottom, it says 'SALEM MAIN STREET ASSOCIATION' and provides the website 'www.GoSalem365.com'. The background is a stylized illustration of downtown buildings.





Established: May 1975

Size: 290 Acres

Maximum Indebtedness:  
\$315,000,000

Borrowed to Date: \$98,964,345

Remaining Capacity:  
\$216,035,655

# What is Urban Renewal:

Urban Renewal or Tax Increment Financing is a tool used by municipalities to finance improvements and redevelopment in specific areas of a city by reinvesting the increase in the area's property taxes.

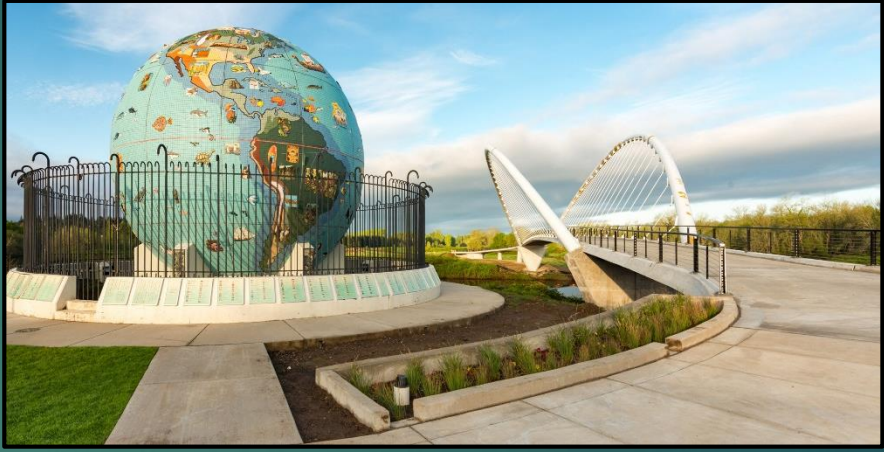
When the district is created, the assessed value of property within the district is set (or "frozen") and those taxes continue to go to the government (city, county, and school districts throughout the State). Any property value increase above that frozen amount is called the "increment." The amount of taxes on the increased value (or "increment") is what is collected for the urban renewal district to use for redevelopment projects. The Council also creates a Plan for improving the area.

An urban renewal district's purpose is to revitalize struggling areas through targeted public investments that will attract private investment.













Thank you