



# URBAN RENEWAL AGENCY

## Urban Development Department

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Disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting or event, are available upon request. Sign language and interpreters for languages other than English are also available on request. To request accommodations or services, please contact the ADA Liaison at 503-588-6178 or [Urbandev@cityofsalem.net](mailto:Urbandev@cityofsalem.net) at least two business days in advance (TTD/TTY 503-588-6439).\*\*

### Downtown Advisory Board

#### Board Members

Aaron Terpening  
Linda Nishioka, Vice-Chair  
Brad Compton  
Tyson Giza  
Joshua Kay, Chair  
Vincenzo Meduri  
Scott McLeod  
Jordan Truitt  
Charles Weathers

#### City Staff

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

[www.cityofsalem.net](http://www.cityofsalem.net)

#### Next Meeting:

June 24, 2021

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, May 27, 2021  
12:00 p.m. – 1:30 p.m.

\*\*Due to the COVID-19 Pandemic, this meeting is being conducted virtually, with remote attendance by the governing body. No in-person attendance is possible. Interested persons may view the meeting online on [YouTube](https://www.youtube.com). Please submit written comments on agenda items by 5:00 p.m., or earlier, one day prior to the day of the meeting at [DAB@cityofsalem.net](mailto:DAB@cityofsalem.net).

1. Opening exercises
2. Approval of Agenda
3. Approval of Minutes from April 22, 2021
4. Action Items –
  - a. Downtown Advisory Boards FY 21-22 Parking Fund Budget Communication to Council
5. Information Reports-
  - a) Strategic Project Grant Update
  - b) Board Meeting Topics Discussion
6. What's Happening Downtown
7. Adjournment

**MINUTES**  
**Downtown Advisory Board**  
Thursday, April 22, 2021–12:00 P.M.  
**Virtual Meeting**  
[YouTube](#)

**1. CALL TO ORDER**

**Call to Order and Roll Call:** 12:03 PM

**Roll Call:** Aaron Terpening; Brad Compton; Tyson Giza; Joshua Kay-Chair; Linda Nishioka-Vice Chair; Jordan Truitt; Charles Weathers; Vincenzo Meduri; Scott McLeod

**Absent:**

**Staff:** Sheri Wahrgren; Rebecca Ziegler; Anita Sandoval; Eunice Kim, Gretchen Bennett, Austin Ross

**2. APPROVAL OF AGENDA**

**Motion:** Move to approve the agenda for April 22, 2021, amending it to move the Report on City Homeless Efforts before the Action items.

**Motion by:** Board Member McLeod

**Seconded by:** Board Member Terpening

**Action:** Approved the agenda for April 22, 2021, as amended.

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

**3. APPROVAL OF MINUTES**

**Motion:** Move to approve the Minutes from March 11, 2021, as presented

**Motion by:** Board Member Nishioka

**Seconded by:** Board Member Terpening

**Action:** Approved the Minutes from March 11, 2021, as presented.

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

**4. ACTION ITEMS**

a. Downtown Advisory Boards FY 21-22 Parking Budget recommendation to City Council

**Handout** – Revised budget

**Comments/Questions:** Wahrgren, Terpening, McLeod

**Motion:** Recommend the FY 21-22 Parking Budget as presented.

**Motion by:** Board Member Terpening

**Seconded by:** Board Member McLeod

**Action:** Approved

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

**5. INFORMATION REPORTS**

a. City-Wide Homeless Effort Update – Gretchen Bennett (moved to before Action Item)

**Comments/Questions:** Wahrgren, Nishioka, Terpening, Meduri

b. FY 2021-22 RDURA Budget Update - Wahrgren

**Comments/Questions:** Nishioka

c. UGM/Saffron Redevelopment update- Wahrgren

**Comments/Questions:** Nishioka, Terpening, Kay

d. Our Salem update – Eunice Kim

**Comments/Questions:** Kay, Nishioka, Meduri, Ross

**6. What's Happing Downtown!**

a. Permits for events will be available after Memorial Day

b. Amphitheatre is nearing completion

c. Iron Man event – July 25 subject to Covid restrictions

d. Taco Crawl planned for end of July


- e. New City program planned for this fall to provide policies and options for platform design for expanded dining
- f. 990 Broadway is moving along with 65 already on the wait list
- g. Historic Grand Theater will host Broadway guests to provide workshops
- h. Historic Grand Theater is looking for a venue to perform Mid Summer's Night Eve

7. **ADJOURN** – 1:37 p.m.

**Next Meeting:** May 27, 2021

# Memo

**To:** Downtown Advisory Board

**From:** Sheri Wahrgren 

**Date:** May 27, 2021

**Re:** Draft Council Communication – Parking Fund

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At the April 22, 2021 Downtown Advisory Board meeting, board members asked that a memo to Council be drafted in conjunction with the FY 2021-22 Parking Fund Budget recommendations.

Per your request, attached please find the following documents:

- Draft memo to Council relating to FY 2021-22 Parking Fund Budget
- Copy of DAB memo to City Council relating to FY 2019-20 Parking Fund Budget recommendations.

An agenda item for the May 27, 2021 board meeting will be the review and approval of the draft Council memo for FY 2021-22.

Thank you

Attachments: Draft FY 2021-22 Council Memo – Parking Fund Budget  
2019 memo sent to City Council from DAB.

# Memo

# DRAFT

**To:** Mayor and City Council  
**From:** Downtown Advisory Board  
**Date:** May 27, 2021  
**Re:** Fiscal Year 2021-22 Parking Fund recommendations

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Each year during the budget process, the Downtown Advisory Board discusses the challenges of not having sufficient revenue in the Parking Fund to cover all of the items necessary to meet the goals of downtown promotion/beautification, as well as, funding operational costs including a reserve to cover capital costs in the parking structures. The adoption in 2013 of the 2% cap on the parking tax has impacted the amount of revenue available each year, to cover increased parking operation costs. In addition, the fund has experienced a decrease in revenue due to the loss of parking tax revenue as a result of the closures of Nordstrom, Penny's, TJ Max and increased vacancy in other large buildings in downtown. COVID-19 restrictions for retail and restaurant businesses and more employees working remotely has also impacted the revenue generated from parking permits and parking tax. Cleaning and maintenance costs of the three downtown parking garages also resides in the Parking Fund and it has increased substantially due to the impacts of homelessness in downtown. The goal has always been to put aside reserves each year through the budget process to cover capital projects going forward. Based on revenue projections capital projects will have to be deferred in FY 2021-22 until such time as there is enough revenue to cover costs.

Initial projections for FY 20-21 indicated a deficit of over (\$200,000) for the Parking Fund, and FY 21-22 was indicating over (\$300,000). The American Relief Act Funds have been targeted to fill these shortfalls, but that is not a sustainable option for operating three parking garages and promoting downtown.

An economically vibrant and aesthetically pleasing downtown plays a key role when recruiting new businesses to Salem. When new business is interested in locating in Salem, they explore the recreational/cultural opportunities and livability of a downtown. Downtown Salem has been suffering for many years due to the Downtown Parking District model, where the businesses are taxed annually in order to provide free customer parking both on-street and in parking garages, which is often used by employees or downtown residents for free instead of the intended customer/visitor.

This year the Downtown Advisory Board is asking City Council to begin a conversation with the Advisory Board on transitioning away from a Parking Tax Model where the cost of operating a parking system is the burden of downtown businesses, to a paid parking system, where the user of a parking space pays for that space and early indicators reflect that this model would be sustainable.

Thank you for the opportunity of sharing this information as part of the budget review process.

# Memo

**To:** Mayor and City Council  
**From:** Downtown Advisory Board  
**Date:** March 14, 2019  
**Re:** Fiscal Year 2019-20 Parking Fund recommendations

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Each year during the budget process, the Downtown Advisory Board discusses the challenges of not having sufficient revenue in the Parking Fund to cover all of the items necessary to meet the goals of downtown promotion/beautification, as well as, funding operational costs including a reserve to cover capital costs in the parking structures. The adoption in 2013 of the 2% cap on the parking tax has impacted the amount of revenue available each year, to cover increased parking operation costs.

The Downtown Advisory Board recognizes that in order to be sensitive and equitable in proposing changes that would result in increased parking costs to a downtown business or property owner several items tied to parking fund revenue need to be addressed.

Until recent years, there has not been sufficient funds to cover the capital costs necessary to maintain the parking structures in good condition. The goal has always been to put aside reserves each year through the budget process to cover capital projects going forward. Based on the revenue and capital project projections, there will not be sufficient funds starting in year FY 21-22 to cover capital costs.

This year the Downtown Advisory Board is recommending a combination of actions, that if approved, would increase the revenue available in the parking district to cover the costs to operate and maintain the parking district, and to have more flexibility in funding downtown promotions/marketing along with hanging flower baskets, cleanliness, banners, etc.

The following is a summary of the Downtown Advisory Board recommendations:

- \$3.00 increase in Parking Permit Costs. The last increase was in 2014.
- Council removal of the 2% parking tax cap, replacing it with the CPI as the index for parking tax increases.
- DAB support of a parkade permit requirement for residents.

Thank you for the opportunity of sharing this information as part of the budget review process.



**MEMORANDUM**

*Urban Development Department*

**DATE:** May 27, 2021  
**TO:** Downtown Advisory Board  
**FROM:** Rebecca Ziegler, Program Manager  
**SUBJECT:** Strategic Project Grant Funding Increase

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On Monday, May 10, 2021, the Urban Renewal Agency Board voted to approve the reallocation of Riverfront-Downtown Urban Renewal Area (RDURA) Capital Improvement Grant funds in the amount of \$100,000 to the Strategic Project Grant program (SPG).

The SPG program supports the goals of addressing homelessness within the RDURA. These grant funds can be utilized by property owners for safety and security projects for their building and/or property. Due to the continued high demand and continued request for SPG program funds, an increase to the budget was proposed and approved by the Agency board.

The SPG program is identified as an eligible project in Sections 1105 and 1108 in the RDUR Plan. Since the creation of the program in February 2019, seventeen projects have been funded with the SPG program a maximum grant amount approved per project set at \$30,000.

Prior to Agency board approval, a total of \$375,000 has been budgeted to the SPG Program and the remaining budget balance was \$12,000. The \$100,000 will come from the RDURA Capital Improvement Grant program which has a \$4.5 million-dollar budget.