



Meeting Minutes

Downtown Citizen Advisory Committee

Springfield City Hall
225 Fifth Street, Springfield, OR
Jesse Maine Room
Wednesday, November 12th, 2008
5:30pm – 7:00pm

- I. **Attendance:** Shannon Mudge, Jim Yarnall, Dan Egan, John Thomas, Annie Hommel, Tess Chedsey, Robyn Sattler, Ted Corbin, Kathy Baker, Jeff DeFranco, John Tuttle, Bob Keefer
- II. **Welcome/Announcements.**
 - The committee discussed the consultant interviews they attended and commented on the presentations.
 - Linda welcomed the committee and introduced the visioning exercise.
 - The committee reviewed the agenda and approved the 10-1-08 Minutes.
 - Staff Courtney Griesel reminded committee members that some memberships would expire in December and they would need to reapply in a competitive process. Staff will contact members whose positions are expiring.
- III. **Establish committee ground rules for effective communication.**
 - Staff Linda Pauly presented a handout about committee ground rules for effective communication and displayed a wall poster “working agreement” used by another advisory committee. She asked the committee to respond to the ground rules.
 - Chairman John Thomas acknowledged the importance of each rule and agreed to conduct their meetings to facilitate effective communications. He agreed to monitor the meeting time to keep meeting agendas on track.
 - Jeff DeFranco thought the poster accurately described how meetings should be conducted.

- John said it will be important for committee members to be positive to fulfill the committee's charge and meet the City Council's expectations.
- Ted Corbin moved to adopt the working agreement and to revise as necessary if the process does not work. The committee voted to approve the motion.

IV. **Visioning exercise.**

- Linda reminded the committee that she was recording the meeting and that the audio file will be posted on the City's website.
- The committee conducted a roundtable brainstorm discussion to allow each committee member to share the ideas they wrote on the cards (see attached summary of the comments).

V. Linda gave the committee an update on the consultant selection process.

VI. Committee members stated that they did not need/want to meet again until the consultant was on board. They are anxious to meet and work with the consultant.. Linda told the committee she would keep them informed about the consultant selection process via email.

VII. Meeting adjourned 7:00 pm.



*RESULTS of VISIONING EXERCISE #1
November 12, 2008
Downtown Citizen Advisory Committee*

*THE COMMITTEE RESPONDED TO 4 QUESTIONS AND RECORDED THEIR
RESPONSES ON COLORED INDEX CARDS:*

1. **GREEN** card. **In your opinion, what's the best thing about Downtown "as is"?**
 - The feeling of an "arts district" e.g., Emerald Arts Gallery, Wildish, A3, Murals, etc.
 - Emerald Art Gallery, Wildish Theater, Murals, Arts Academy
 - Small, easy to walk, close to river, close to LTD, close to Washburne neighborhood, nice remaining century buildings
 - Compact and intact street grid
 - Historic fabric is the best thing about downtown
 - Overall planning for "a look"
 - Bus station and EMX
 - Arts and antiques
 - Wildish Theater
 - City Hall and Police Department
 - A3 Schools
 - Small town feel and look
 - The public and non-profit investment; e.g., Emerald Arts Center, Springfield Museum, Springfield City Hall and Justice Center, Wildish Theater, A-3 and Gateways
 - The ornamentation and historical elements on buildings and their historical importance
 - Ornamentation and historical importance
 - The antique stores, Memos, Pump Café, easy to walk around, all downtown services are clustered like Library, Museum, City Hall and Depot
 - Antique stores, Memos, Pump Café, easy to walk around and park services are clustered like Library, Museum, City Hall, Depot and non cookie cutter look
 - Architecture of some of the older buildings that make downtown quaint

- There is lots of room for wonderful design improvement
2. **BLUE** card. **Name one thing you'd most like to see in Downtown.**
- Community plaza creating a place for events and community pride
 - Cohesiveness
 - Nike Discount Retail Store
 - Mixed Use Buildings, not areas
 - Proper surveillance
 - Neighborhood brew pub, would like to have a variety of small businesses, lighting, landscape, paths
 - Safe, comfortable pedestrian connection to Willamette Heights
 - Safe and pedestrian friendly landscapes
 - Private sector 9-5 jobs are most needed downtown
 - A commercial office building with parking
 - Success for the business downtown community, Park/Plaza
 - Thriving nightlife
 - Event reception hall (pre-theater venue)
 - Restaurants open in evening
 - No more “shady” establishments
 - Brew pub
 - “Alive after Five” – a reason to be in downtown after offices close
 - Downtown must change
3. **RED** card. **Write/describe why you think #2 hasn't happened. What's preventing/impeding your favorite thing from happening?**
- Downtown mixed use development It is not a high priority currently while other actions are listed as more important within the city
 - Not as high a priority and more costly than other priorities
 - Downtown is not a destination
 - Lacking a serious financial effort to improve infrastructure and incentives for business owners
 - Reputation of downtown – safety issues
 - Very low property values – not a risk private developers want to take – lowest rated commercial zone in metro area
 - Adult dancing, XXX shops and bars in downtown
 - Homelessness is a very difficult issue
 - Flexibility of square footage is preventing employers from moving in
 - Investors leery about investing in downtown because of marginal buildings and poor downtown infrastructure (parking, lighting, amenities)
 - Image, economy, people visiting and spending money
 - Current bars in downtown and the trouble they create
 - No one wants to go downtown at night
 - Business owners do not feel comfortable investing in downtown
 - Money- They are making a very big profit and area reputation

4. **YELLOW** card. **Write/describe one thing you think could be done to help make #2 a reality and who you think could do it.**

- Create incentives, public-private partnerships
- Incentive for owner with large floor plate to bring in a 9-5 jobs tenant
- Cleaning up the community
- Changing what people think about our town
- Better image
- Have joint venture approach to design, siting and financing of integrated office/condo development
- How to make it a reality?
- Policy changes and council prioritizing
- Funding and community vision
- Incentives for private and public investment in downtown
- Zoning limitations
- Tightly monitor future liquor licenses
- Planning committees and focus on downtown renewal are a big help – the groups above and the new consultant whoever they may be
- We need to invest and promote our downtown
- Downtown urban renewal is a great start
- Designate a “red light” district in an “eye sore” part of Springfield
- Complete the downtown plan; engage community
- Public/private partnership space
- Citizen commitment
- Urban renewal – city projects to share risk with private developer
- Advocate for above, organize a developer FAM tour of downtown – SRDC
- ½ build same – ½ tear down