

**MINUTES OF THE PROCEEDINGS OF THE
CITY OF COOS BAY URBAN RENEWAL AGENCY**

December 2, 2008

The minutes of the proceedings of the City of Coos Bay Urban Renewal Agency, held immediately following the City Council meeting held at 7 p.m. in the Council Chambers, 500 Central Avenue, Coos Bay, County, Oregon.

Those Attending

Those present were Chair Gene Melton and Board Members Joanie Johnson, Mark Daily, Jon Eck, Stephanie Kramer, Jeff McKeown, and John Pundt. Staff present were City Manager Chuck Freeman, City Attorney Nate McClintock, Deputy Finance Director Susanne Baker, Economic and Community Development Manager Joyce Jansen, Public Works and Development Director Jim Hossley, City Engineer Carl Nolte, Finance Director Rae Lea Cousens, Fire Chief Stan Gibson, Library Director Carol Ventgen, and Police Chief Rodger Craddock.

Approval of the Minutes of November 18, 2008

Board Member Kramer moved to approve the minutes of November 18, 2008 as presented. Board Member Eck seconded the motion which passed with Chair Melton and Board Members Johnson, Daily, Kramer, McKeown, Eck and Pundt voting aye.

Approval of the Hollering Place Master Plan and Next Step(s)

Board Member Daily stated he received a petition with 293 signatures from Steve Skinner regarding the Hollering Place Project. The rest of the Board Members also stated they received similar packets. Board Members Daily and Pundt stated they would like to add to the master plan a preference that the building be constructed on the south side of the lot. Board Member Johnson stated there is language in the conclusion of the master plan that addresses the concerns noted by Steve Skinner. Board Member McKeown stated he would like to clean up the upper and lower areas, provide better signage for the project, and explore the cultural historic pathway along the waterfront to enhance the recreational and beauty of the area.

A conference call was made to Jerry Johnson of Johnson Gardner. Mr. Johnson confirmed if the first RFP was not successful they would research to determine the problem, amend the RFP, and reissue without an addition billing. Mr. Johnson reassured prior to issuance of the RFP his firm would "beat the bushes" to make sure interested developers receive the RFP. Board Member Daily moved to approve the draft master plan dated November 10, 2008 as the Final Master Plan for the Hollering Place Redevelopment Project with a caveat that the Board Members prefers to construct the building to the south of the lot; approve the scope of work and contract between the City and Johnson Gardner for the marketing of the master plan to the development community; approve expenditure for engineered drawings and engineering cost estimate for the cutting back and sloping of the northern most portion of the upper shelf parallel to Newmark Ave and the Overlook with additional geotechnical work; direct staff to take necessary measures to make the zoning of the property consistent with the master plan, create

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land use chapter entitled Hollering Place Mixed – Use District and create Hollering Place Design standards. Direct staff to clean up the upper and lower areas, provide better signage, and explore the possibility of moving forward with historic cultural trail along the waterfront. Board Member Johnson seconded the motion which passed with Chair Melton and Board Members Johnson, Daily, Kramer, McKeown, Eck and Pundt voting aye.

Review of the Virtual Business Incubator and Façade Improvement Program and Consideration of Funding for Both Programs

Joyce Jansen, Economic and Community Development Manager, stated to qualify, businesses must be located within an urban renewal district. The Façade Improvement Program is a grant program designed to provide financial assistance to property owners and tenants of commercial properties. Matching grants may be awarded up to 50% of the project cost from a minimum of \$1,000 to a maximum of \$5,000 for tenants and a maximum of \$25,000 for building owners. A total project under \$2,000 would not be eligible for assistance under this program. Virtual Incubator Program will assist with marketing, advertising, training, signage, and other efforts that support revitalization, development, and sustainability of businesses. The business must complete training at the Business Development Center which may include training in bookkeeping, business plan development, supervisory skills, estate planning, and marketing. The funding request is reviewed by the Finance Standing Committee before consideration by the Urban Renewal Agency. Ms. Jansen stated through the façade program and with the City's architect of record, Crow/Clay, design assistance could be provided at a cost of \$70 along with a low interest loan to assist owners with their match of the program. Funding could be with no minimum and at 100%. Board Member McKeown asked that the plan allow maximum flexibility to include web page design, IT support, and IT equipment.

Ms. Jansen stated the City Attorney's assistance would be required to review the plan and/or amend the plan for these items. Board Member Daily asked if the Agency could fund the painting of the west side of the buildings that are exposed to the public behind the Egyptian. Board Member Daily stated the match allows for ownership; however, no one is taking advantage of the program. Board Member McKeown stated their buy-in is their time spent at the Business Development Center and completing the business assessment. Board Member Eck stated he is concerned about approving a low-interest loan with public funds for this type of project; and the Agency should not compete with banks.

Board Member McKeown moved to authorize a façade low-interest loan program; agency use of façade funds for design assistance through City's architect of record; designate eligible uses for the Virtual Business Incubator funds (signage, advertising: tv, radio, newspaper, website development and training); direct the City Attorney to review the plan to see if it allows for the purchase of IT equipment; and establish funding limits subject to Agency discretion with an overall budget set at \$50,000 per year in the form of a grant once the business assessment and training is completed; set a \$7,500 per business as a grant. Board Member Daily seconded the motion which passed with Chair Melton and Board Members Johnson, Daily, Kramer, McKeown, Eck and Pundt voting aye.

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Consideration of the Funding Request From the Hair Company, Etc.

Joyce Jansen, Economic and Community Development Manager, stated Megan Philips, owner of the Hair Company, Etc., recently moved to Anderson and 2nd Street, the old Umpqua Bank building. The relocation required additional electrical and plumbing, replacement of flooring, updated advertising, and a new sign. Ms. Philips completed the business assessment and coursework to prepare a business plan. Board Member Kramer asked if all of the items submitted were eligible. Ms. Jansen stated the entire \$5,610 was eligible. Board Member Kramer moved to approve a \$5,610 relocation grant for the Hair Company. Board Member Daily seconded the motion which passed with Chair Melton and Board Members Johnson, Daily, Kramer, McKeown, Eck and Pundt voting aye.

Agency Comments

No public comments were given.

Public Comments

Steve Pickering, 2170 N 28th Street, Coos Bay: Stated that to prevent blight, empty store fronts should be kept clean and could display school art projects. Steve Skinner, 2210 Lombard, North Bend: Stated that the petition submitted reflects the community support for the Hollering Place project and their desire to move the building to the south side of the lot. Tom Greaves, 155 S Mill Street, Coos Bay: Thanked the Board Members for moving forward with the Hollering Place Project. Mr. Greaves suggested that the false store fronts on downtown buildings be removed to display their architectural features.

Adjourn

There being no further business to come before the Agency, Chair Melton adjourned the meeting.

Gene Melton, Chair

Attest:

Mark Daily, Secretary