



Enterprising Places Steering Committee  
Wednesday, October 22, 2014  
1:00 – 3:00 p.m.  
Metro Regional Center, Room 270

**Committee Members Present**

Janet Young, Chair  
Jonath Colon  
Kathryn Harrington  
Sloan Schang  
Don Stastny  
Tonisha Toler  
Jeana Woolley

Janet Young Consulting  
Hispanic Metropolitan Chamber of Commerce  
Metro  
Energy Trust of Oregon  
Stastny: architect llc  
Regional Arts & Culture Council  
J.M. Woolley & Associates

**Metro Staff and Guests**

Camille Freestone  
Elissa Gertler  
Megan Gibb  
Deb Meihoff  
Joel Morton  
Ramona Perrault

Metro  
Metro  
Metro  
Communitas Planning  
Metro  
Metro

## **I. WELCOME**

The meeting was convened at 1:06 p.m. by Ms. Elissa Gertler, Director of Planning and Development at Metro. Councilor Kathryn Harrington welcomed the committee members and thanked them for volunteering to serve.

## **II. COMMITTEE MEMBER INTRODUCTIONS, REVIEW OF AGENDA**

Each committee member introduced themselves and noted a main street business, storefront, or district that they find special. They also shared why they were inspired to share their expertise as a member of the committee.

## **III. ENTERPRISING PLACES PROGRAM IN REGIONAL PLANNING & DEVELOPMENT CONTEXT**

Ms. Megan Gibb outlined the 2040 plan and the goal of targeting growth in centers, main streets, and downtowns by concentrating investment. She noted that the 2040 growth concept is going through recalibration. Ms. Gibb then gave an overview of the Development Center programs including transit oriented development (TOD) and enterprising places. She explained that Enterprising Places was created, after several years of piloting, to provide more capacity building in downtowns and main streets. Ms. Gibb noted that both the TOD program and the Enterprising Places program help implement the 2040 plan with local partners.

## **IV. LESSONS LEARNED FROM PILOT REVITALIZATION AND STOREFRONT INITIATIVES, ENTERPRISING PLACES WORK PLAN AND PROGRAM APPROACH**

Ms. Lisa Miles informed the committee about her work with Michelle Reeve's in several suburban communities. This work included conversations with groups of stakeholders and workshops for business owners. She noted that this met a niche for downtown businesses and provided them with tools to make a difference on a local level.

Ms. Miles then outlined some of the lessons learned through the pilot program, noting that some cities have their own storefront programs, and Enterprising Places is not intended as a substitute for these programs, but rather an additional resource. She explained that the program hopes to incentivize and reward local initiative for these types of projects. She did, however, note the importance of structuring grants so that good design will be used on a local level. While showing the committee before and after photos from Milwaukie, Hillsboro, and Oregon City, Ms. Miles explained that the pilot showed the time commitment each project required, the ongoing involvement necessary to reach completion, and the need to involve experienced design teams.

Next Ms. Miles provided an overview of the work plan, program structure, and mission. She outlined the two types of grants the program will offer: District Transformation Grants and Storefront Improvement Grants. She explained that the program will engage directly with business and property owners as well

as cities, district associations, and other groups. Ms. Miles also informed the committee that Albina Opportunities Corporation will offer business advising and be a potential financial resource to property and business owners who are awarded Storefront Improvement grants. Ms. Janet Young asked if these resources would be part of the regular grant program. Ms. Miles explained that potential loans provided by Albina are intended to help businesses or property owners come up with their match for storefront improvement grants, if they do not have access to the resources needed for their project.

Per Mr. Don Stastny's inquiry, Ms. Miles explained that the District Transformation grants will be limited to \$10,000 per grant. She noted that the program hopes to spend \$20,000-25,000 per year, dependent on demand, on District Transformation grants.

The committee discussed their role and the budget of the program. Councilor Harrington explained that the current budget for the program is \$200,000, and that will likely be the running rate for a few years as the program develops a track record and tests responsiveness. Ms. Jeana Woolley noted that the committee's impact could directly affect growth of the program.

#### **V. OVERVIEW OF STEERING COMMITTEE'S ROLE AND CHARGE**

Ms. Gertler explained that the program hopes to draw from the committee's varied expertise and utilize their contacts and network. She also noted that the program will utilize the committee's guidance regarding best practices for design, revitalization and redevelopment.

#### **VI. ENTERPRISING PLACES ELIGIBLE AREAS ASSESSMENT: METHODS AND FINDINGS**

Ms. Meihoff gave an overview of the process undertaken by staff and consultants to identify eligible areas for the program. She explained that they had used the 2040 growth concept map as a starting point, but had also considered areas that were not nodes in 1994 when the map was produced. She also noted the criteria used to determine if an area was so disinvested that the program could not make a difference or well enough on its way that it was not in need of assistance. Ms. Meihoff also explained that areas with 1960's style strip arterial development and infrastructure were also removed.

She outlined the investment criteria laid out in the work plan and explained that initially staff had attempted to sort eligible areas with a data-driven approach. The data is, however, inconsistently tracked and left out qualitative analysis. As the program progressed, staff chose to use an investigative process and their best judgment to decide on eligible areas. She explained that following this process, the work was peer reviewed, adjustments were made, and 22 areas emerged that met the criteria. These 22 places were shared with 12 affected local jurisdictions by Ms. Miles and Ms. Gertler; all jurisdictions were excited for the opportunity.

Councilor Harrington suggested that the issues with inconsistently tracked data be brought to the local jurisdictions when the program goes to MPAC.

Per Ms. Woolley's request, Ms. Meihoff explained the low income number with regards to the census tract poverty map. She noted that low income currently means 185% of the poverty level. Ms. Young inquired about the correlation between higher income and areas that were removed from the eligible areas list. Ms. Meihoff explained that there was a correlation, but census tracts are so big that the demographic map was less helpful than they had hoped.

Mr. Jonath Colon asked if staff looked at what other resources have been invested in the district. He noted that several of the eligible areas have external investments and still qualify. Ms. Miles explained that City of Portland areas that have urban renewal or neighborhood prosperity initiatives will only qualify for district transformation grants. Ms. Meihoff added that Metro did not want to penalize those jurisdictions that are already investing their own funds in revitalization. Ms. Gertler also explained that as applications come in they will be filtered.

Ms. Woolley requested that field photos of each area be put on discs for committee members, as it will give them insight into the character of the area.

Ms. Young asked for clarification on whether the committee was expected to refine the eligible areas list any further. Ms. Miles noted that further refinement was within the purview of the committee, but staff was not asking the committee to do so.

Mr. Sloan Schang asked if staff had information regarding which areas have active member groups, like Chambers of Commerce. He noted that these groups could help with creating buy in to the program and finding local champions. Ms. Meihoff and Ms. Miles noted that the information could be brought to the committee, but noted that local groups will be discussed further at the next meeting and as applications are received.

Mr. Colon inquired about the methods for obtaining demographic information for people of Hispanic background. He noted that putting white prior to Hispanic on the survey can skew numbers, as many people of Hispanic background identify as white.

Additionally, Mr. Colon asked if the number of properties on the market in eligible areas had been compared to the district. Ms. Woolley explained that there is not currently a way to pull that data.

Mr. Stastny inquired about how the map of eligible areas will be updated. Ms. Miles explained that the work plan states that eligible areas will be revisited every three years, unless the market dictates that it be done sooner. Additionally, Councilor Harrington asked how changes made and return on investment will be characterized in future years. Mr. Stastny added that the program should remain performance oriented rather than prescriptive.

**VII. REVIEW OF NOVEMBER 3 MEETING AGENDA AND ACTION ITEM**

Ms. Gertler informed the committee that they will be asked to make a recommendation on the eligible areas at the next meeting on November 3, 2014 and following the meeting a seven day notice will be sent to the Council. Ms. Woolley asked if items reviewed in seven day notices were frequently taken up by the Council. Councilor Harrington explained that it was unusual and often only required further information and clarification.

**VIII. HOUSEKEEPING REGARDING FUTURE MEETING CALENDAR AND TOPICS**

Ms. Miles asked that committee members evaluate what times work best for them on a recurring basis and notify her.

**IX. ADJOURN**

The meeting was adjourned at 3:06 p.m.

Attachments to the Record:

Item	Topic	Document Date	Description	Document Number
1	Agenda	10/22/14	October 22 meeting agenda	102214epsc_01
2	Agenda	11/3/14	November 3 meeting agenda	102214epsc_02
3	Contact List	0	Steering Committee contact list	102214epsc_03
4	Work Plan	October 2014	Enterprising Places work plan	102214epsc_04
6	Eligible Districts	October 2014	Assessment of eligible districts	102214epsc_05
7	2040 map	September 2014	2040 Growth Concept Map	102214epsc_07

*Meeting summary respectfully submitted by,*

*Camille Freestone*

*Administrative Specialist*