



Enterprising Places Steering Committee
Monday, November 23, 2105
3:00 – 5:00 p.m.
Metro Regional Center, Room 370A

Committee Members Present

Janet Young	Janet Young Consulting
Jeana Woolley	J.M. Woolley and Associates
Bob Stacey	Metro
Don Stastny	Stastny: architect llc
Sloan Schang	Energy Trust of Oregon

Metro Staff and Guests

Megan Gibb	Metro
Joel Morton	Metro
Lisa Miles	Metro
Laura Dawson Bodner	Metro

I. CALL TO ORDER, INTRODUCTIONS, REVIEW OF AGENDA

Chair Janet Young called the meeting to order at 3:07 p.m. and reviewed the agenda. Mr. Stastny requested clarification on the budget cycle. Councilor Stacey responded that Metro’s fiscal year runs July through June.

II. APPROVAL OF AUGUST MEETING SUMMARY

Chair Young asked the committee if there were any amendments to the meeting summary from August 3, and hearing none, called for a motion to approve. Mr. Don Stastny moved to approve the meeting summary and Ms Jeana Woolley seconded the motion. All in favor, none opposed.

III. UPDATE REGARDING CURRENT STOREFRONT PROJECTS

Ms Miles gave updates on several projects. Regarding the Boulari Building, a feasibility study was completed. Rather than proceeding with the original plans, the owner is considering options for a larger redevelopment project on the site which would include purchasing the adjacent property from the City. The Enterprising Places grant covered the feasibility study and the architect fees.

The \$20,000 grant towards the Montavilla Project went towards costs to update the building façade. Construction was completed in November. Two businesses, Townshend Teas and EcoBaby Gear, have signed leases and the owner is working with the new tenants on signage. Ms Miles is working with both tenants to secure Wells Fargo grants to cover the costs of exterior lighting and signage.

Ms Miles continued with an update on the rest of the projects. Amelia's Restaurant in Hillsboro received a design grant during the pilot phase of the Enterprising Places Program. This fall, the owners implemented all changes recommended by the architect. The Busch Weinhard project is completed. The restaurant, named Weinhard's Grill, is now open. Completion of the OE and P, Mom and Pop Wine Shop and Rose City Tax projects is anticipated in December or January. By spring, all other projects should be completed.

Committee members asked if improvements made on the Montavilla Project impacted the rent they are requesting of tenants, and suggested rental rates be tracked to see if there is any trend. They questioned whether these numbers should be part of the public record. It was noted that a natural consequence of improvements is that rental fees would increase. The committee discussed the option of tracking rental rates for all projects. Comments and questions included: it could be a helpful indicator of the success of this program, it would have to be voluntary, is this information proprietary, would the information be useful and meaningful, could relevant information be found elsewhere, and how would this relate to Metro's work on diversity and equity. Ms Gibb shared that Metro does not have a system in place to track rents in districts over time so she wondered if the data on individual projects may not be meaningful. Another committee member said that the impact of gentrification on low income households and small businesses is a recurring issue of concern in transit corridor planning and other work that Metro does. There is a differential impact on disadvantaged communities.

Action: Ms Miles will find out if the AOC would be able to collect information on changes in rental rates (volunteer basis).

The discussion moved on to the effect of the marketplace on the ability to secure contractors and the rising cost of labor. The recession has put a lot of subcontractors out of business. Does something need to be done programmatically to address this, such as a minimum dollar project threshold?

IV. CONSIDERATION OF DISTRICT TRANSFORMATION GRANT APPLICATION

Ms Miles stated that total program budget is \$200,000 and of this, \$25,000 is dedicated to District Transformation grants. Our 42nd Avenue, a non-profit run by members of the NE 42nd Avenue neighborhood of Portland, applied for a grant for their project. They will use a Portland Development Commission grant to pay for improvements to their building. The District Transformation grant would be used for costs that the PDC grant will not cover, such as the lease buy-down.

Chair Young called for a motion to approve. Mr. Don Stastny moved to that the Enterprising Places Steering Committee recommend a \$9,880 grant to Our 42nd Avenue to support implementation of the 42nd Avenue Business On-Ramp. All in favor, none opposed.

Ms Miles shared information about a partnership request from Oregon Main Street, which is seeking to facilitate grant opportunities for four Metro-region Main Street programs that may participate in a nationally-sponsored place making workshop in early 2016. This partnership would only go forward if Oregon is granted the nationally sponsored partnership workshop.

Chair Young asked if there were any objections to setting aside the funds, and there were none.

V. CONSIDERATION OF STOREFRONT IMPROVEMENT GRANT APPLICATIONS

Ms Miles said that the committee awarded two \$50,000 grants in August. She said that there are two requests in this round. O'Neill's Tools was not ready to move ahead in the previous round. This cycle,

O'Neill's Tools requested \$50,000. Ms Miles displayed two interior renovation drawings that the owner is considering. The full cost of this project will be approximately \$260,000. The financial review has not been completed yet.

Committee comments on this proposal included: both facades need to be in the agreement, include paint, window replacement and signage improvement signage, and consider having a merchandiser look at this project. Ms Miles responded that she would like to provide an extended skill set to each grantee, including a merchandiser and a designer.

Chair Young asked if there was a motion to approve. Mr. Don Stastny moved that the Enterprising Places Steering Committee recommended the award of \$50,000 of program funds to support a storefront project for O'Neill's Tools. Councilor Bob Stacey seconded the motion. All in favor, none opposed.

Ms Miles concluded the discussion, saying that the Albina Opportunity Corporation provides training in running a business and may be able to provide information on merchandizing, branding and other topics.

Ms Miles introduced a request for an additional \$10,000 from the owner of Cheap Charlie's. This would increase their grant amount from \$40,000 to \$50,000. The total project total will likely exceed \$100,000. Ms Miles recommended offering professional expertise to assist the business owner with branding and merchandizing. She suggested providing a scholarship from Albina Opportunity Corporation funds to pay for a consultant who has experience with branding, graphics and restaurant interiors.

Chair Young asked about the balance between offering these services and requiring the owner to implement the recommended actions.

Ms Miles explained that Mr. Nguyen owns the entire building. The taproom would serve food and this change would be a win-win for both the taproom and the existing wine and beer store. She reviewed the proposed interior layout of the building. She said she recommended to the owner that he install a sliding storefront window rather than a roll-up door. The committee discussed the purpose and benefit of removing the one front window, how it would impact design and if the City approved removal of the window. They discussed the proposed changes to the exterior of the building.

The committee discussed the request, suggesting that the grant be contingent upon approval of design elements recommended by the committee. Ms Miles agreed that the final design of interior tap room and exterior space would need to be approved by the design committee and that she would communicate the committee's direction to the business owner.

Chair Young asked if there was a motion. Ms Woolley moved that the Enterprising Places Steering Committee recommend an increase of the storefront grant award for Cheap Charlie's from \$40,000 to \$50,000, pending approval of the final design of the interior taproom space and the storefront by the program design committee. Mr. Stastny seconded the motion. The Enterprising Places Steering Committee approved the motion unanimously. All in favor, none opposed.

VI. ADDITIONAL PROGRAM UPDATES

Ms Miles thanked the committee for their year of service and invited them to consider continuing their membership in 2016. She asked members to send feedback on the program, on committee

support or any other suggestions to her. She shared the 2016 meeting dates: February 8, May 9, August 8 and November 14.

Committee members' suggestions and questions included: the size of the committee lends itself well to discussion, the list of firms may be made smaller and state in the RFQ that projects will be matched with appropriate vendors.

Mr. Stastny offered to review the narrative in the RFQ so that it states that a goal of the program is design excellence.

Chair Young commended the willingness of Mr. Stastny and Ms Woolley to be the design committee. She asked if their volunteer role is sustainable, and if this function, in the future, should be fulfilled by a hired architect. Mr. Stastny and Ms Woolley offered to stay on the committee.

Ms Miles shared other administrative adjustments, saying that the work of the AOC is going smoothly but that the promotion of program to tenants has not occurred as expected, resulting in very few requests for AOC and MISO resources.

Committee member comments included getting feedback on new tenants, giving MISO and AOC information to landlords to share with tenants and determining if there are stalled projects that could use training resources. Metro could publish before and after stories.

VII. ADJOURN

Ms Woolley thanked Ms Young for her leadership. Ms Young adjourned the meeting at 4:35 p.m.

Meeting summary respectfully submitted by:
Laura Dawson Bodner
Program Assistant