

To: Organization Committee

For: Newsletter

Re: Update from the Economic Dev Committee (DRA EDC)

March 7, 2011

The EDC met with the State Coordinator, Sheri Stuart, in Feb. to help our committee get started using the Oregon Main Street Program. Sheri introduced many ideas about what our committee can do and gave us great ideas to start with...

So the DRA EDC had it's first Goal Planning meeting in February to discuss the most important issues that we could come up with. The discussions included revising our Master Plan, workshops on retaining Businesses, Bringing new Businesses to Downtown. Generating a Customer Survey for businesses to use to help them find out about what they need to do for their business. Preparing a recruitment packet for New Businesses coming into Downtown. Putting together a Recruitment Team to help businesses. Adding Events to bring in more customers downtown. Identifying Business Clusters, to help market new businesses into downtown. Partner with the Business Incubator facility. Setup business vignettes at places that are empty. Identify parking issues and solutions. Look at creating a Town Square gathering place where we can have thousands of people coming downtown weekly.

To see a complete list of meeting notes, go to the [DowntownRoseburg.org](http://DowntownRoseburg.org) and go to documents and Economic Development for a list of all the meetings.

Our immediate main goals are...

- #1. Meet with Chief of Police and go over the Parking Policies in Downtown.
- #2. Meet with the City to find out where we are on our Urban Renewal.

Meetings have been scheduled for March, for the committee...

Thanks,

Gary Leif – Chair EDC DRA