

2011-04-20 DRA EDC Meeting

Present; Gary Leif, Gary Quist, Jeri Bartley, Misty Russell, Brett White, Lanty Jarvis, Renee Clavell, Aaron McManus, Brad Bird, Charlotte Herbert

Discussion that Gary Leif is moving to Chair the Design Committee and someone will be appointed next week to Chair this EDC Committee. Many of the items that the EDC is working on are Design projects, so I've agreed to move over to that position. Members from this committee can move over or stay on EDC.

### Urban Renewal...

In accordance with a request from Brian Davis, we discussed possible projects that DRA members might propose to the City. Aaron recommended we consult with Eric Corey Freed by video conference about the best ways to organize a major urban renewal overhaul, while keeping the costs within the budget. He also arranged this meeting for April 27, 2011, at 10:00 a.m. It is Aaron's opinion that Corey Freed is superb in orchestration, publicity and economics and will be able to provide valuable insight and advise on how to access resources. You may read more about Mr. Freed and his credentials at [www.organicarchitect.com](http://www.organicarchitect.com). Aaron will also provide us with some good articles to read about Mr. Freed's work before we meet.

Projects that attendees discussed at our meeting were:

- Sidewalks and Curbs
- Left turn onto Douglas Street from Stephens South
- Streetscape on Main & Rose
- Underground Power Lines on Main and Rose Street
- Pedestrian Connections from Waterfront to Downtown
- Douglas & Jackson Signage improvements
- More facades, grants and loan
- Design competition for rehabs
- Parking Structure - Lighting, painting and security
- Parking setting up Split Level Garages
- Replacing the lighting next to the Parking Structure so as they match what is going on Jackson Street to add continuity
- Lighting and garbage cans on the bike path, at the Waterfront
- Purchase of the Rite Aid property for Town Square

### City Project Fund \$22K...

Attendees discussed and question what projects the City would deem proper and fall within its guidelines to receive this funding. There was discussion over whether Urban Renewal can be used for much needed maintenance. The committee seek clarification from the City concerning type of projects that would be considered. The committee recommended that the money be used for cosmetics of fixing and

maintenance on signs, garbage cans, light posts, repainting bricks, benches, grease pits...

Also discussed was the cleanup of Downtown and the Parking Structure that Ken Deathridge is handling and perhaps using the funds to do a faster cleaning. It was also recommended that a cleanup day or weekend be implemented and that members participate.

A question as to whether the City could be willing to grind the curbs and sidewalks at some of the high spots that create a safety problem. It was mentioned that the City has done this in the past, so they may have the equipment needed to do this.

Brain Davis, from the City of Roseburg says....

The \$22k would come from the economic development fund, which generally is used to create jobs. With that in mind, I doubt the projects you listed below would be a good pitch to the city council. In my opinion, the best approach would be to use the tasks from DRA's workplan that relate to economic development and job creation. We spent a whole day with Sheri to come up with that list (attached), which is why I keep going back to it. The council will want to see a well-organized and reasoned request, and to me it's already there in the DRA workplan.

### Parking...

There was discussion on how to proceed, since we've met with the City Police and Diamond Parking. The committee is concerned that the parking issue is a "No Win" situation for the DRA. It was also explained that so far we have not heard from the customers or other side. The committee agreed to hear comments to argue what Diamond Parking has been telling us. We will hold another meeting concerning parking to present additional facts or evidence of incidences that have been denied by Diamond Parking.

### Music...

There was discussion on expanding the music for DT through the use of Wireless.

Brett said there needs to be better communication by the Promo Committee to him or Bob Pearson, so they can plan music and times for events. Renee said she would contact the Promotions Committee to help with that.

Also Brett said that he is still paying the license fees for the music. Gary mentioned that the Promotions Committee should be able to raise the monies to pay for those fees, since they can help the events.

Renee talked about expanding the music, at a lower volume by adding wireless speakers on the buildings. Bret thinks it better to do this on the lampposts. Renee and Brent are going to work out the details.

Also discussed was not playing the music all the time, except during certain hours so as to not disturb. Playing music at certain times or Friday – Saturday evenings, etc. Renee again reminded that the purpose of adding speakers .. is so that the music does not disturb businesses, but yet is enjoyed on the streets to promote browsing. Again, Renee and Brent will work out the details.

Gary Leif – EDC Chair