

DATE: September 16, 2015
TO: AC Members and City Staff
FROM: ECONorthwest
SUBJECT: 9/11 MADRAS ACTION PLAN ADVISORY COMMITTEE MEETING NOTES

Participants present: Blanca Reynosa (MRC), Brandie McNamee (City of Madras), Chuck Schmidt (MRC), Tom Brown (MRC), Nick Snead (City of Madras)

Consultant Team: Doug Macy and Ken Pirie (Walker Macy), Elaine Howard (Elaine Howard LLC), Emily Picha and Lorelei Juntunen (ECONorthwest)

2006 Action Plan Status Responses

Ken Pirie and Doug Macy from Walker Macy presented key elements of the 2005/6 Urban Revitalization Action Plan. Emily Picha from ECONorthwest presented a list of projects and their status for group discussion. The purpose of the agenda item was to ensure a common foundation for the update of the new Action Plan.

Comments from committee:

- “We’ve come a long way”
- We’ve done a good job of cleaning up the sign code, now we need to address derelict buildings (so far, 8 façade and 15 paint grants)
- Harriman Building was a big step forward
- A few projects that we still need to complete (see “Wish List”)

Wish list for new projects

The consultant team asked Committee members to comment on their hopes and expectations for this process.

- Would like to see a focus on healthy communities
- Priority properties discussed (mostly at gateways to City)
 - Rock Shop building to the north could be improved.
 - Bead Shop to the south
 - South end auctioneer owned properties
- Would like to see projects on Highway 97 with new sidewalks and occupants in vacant buildings
- Are there cost-effective projects can have a big visual impact
 - Signage for Willow Creek Trail System
 - Empty space strategies

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- Would like to see temporary landscaping on vacant lots, with minimal maintenance (an action plan project)
 - Wayfinding strategy
 - Street trees
 - Uses the group would like to see in the URA: Fred Meyer, clothing, brewery, outdoor food cart (Bend example)
 - Consideration of how the project integrates with long-term projects, like a potential truck bypass
 - Niche: air museum

Outreach

Elaine Howard presented an outreach approach and broad categories of people to engage, and will ask the Committee to provide additional comments regarding specific individuals to engage.

Process and plan focus

The committee discussed the focus of the action plan. Should the projects be focused cleanly on projects that can be funded with TIF and implemented by MRC and staff? Or should it also include a broader range of actions that might require other city or public funding sources, as the original Action Plan did? The group saw advantages and disadvantages to each approach, and did not come to a clear conclusion.

On this point, the consultant team recommends that the plan include actions that can be implemented by the full range of stakeholders in the City, but prioritize those projects that have near-term viability and funding sources available. As a result, projects that can be funded with TIF will be likely to come to the top of the priority list as near-term actions.

Upcoming meetings

MRC Meeting	October 7, 2015 at 5:30pm
Open House	November 2, 2015 from 4-6pm at City Hall
Advisory Committee Meeting	November 3, 2015 at 1pm
MRC Meeting	November 4, 2015 at 5:30pm
Advisory Committee Meeting	December 2, 2015 at 1pm
MRC Meeting	December 2, 2015 at 5:30pm