



**MINUTES
ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE (EDAC) MEETING**

1300 NE Village Street
Fairview, OR 97024
July 12, 2018

PRESENT:

Dean Hurford, Chair
George Lingelbach, Vice Chair
Renaye Delano
Henry Pelfrey
Brenda Ziegler

ABSENT:

Dan Kreamier
Ted Tosterud, Council Liaison
Marcus Fullard-Leo

PUBLIC:

Jarvez Hall, East Metro Economic Alliance Director
Kenny Burns

STAFF:

Sarah Selden, Senior Planner/Economic Development Coordinator

1. CALL TO ORDER:

Chair Hurford called the meeting to order at 5:40 p.m.

2. ROLL CALL

Chair Hurford identified who was present by roll call.

3. PUBLIC WISHING TO SPEAK ON NON-AGENDA ITEMS

No members of the public wished to speak.

4. ADOPTION OF MINUTES

Member Ziegler proposed adoption of the February 8, 2018 minutes, and Member Delano seconded. Minutes were approved unanimously.

5. REVIEW AND DISCUSS IMPLEMENTATION FOR FY 2018-2019 COUNCIL-CREATED EDAC WORK PLAN

TASK: Provide support to plan implementation of recommendations for Halsey Corridor project.

EDAC Discussion:

- Halsey branding could inform Fairview branding
- Bring Halsey implementation action matrix to EDAC, once developed, and see where EDAC can plug in to the tasks
- EDAC expressed desire to move beyond studies to action

- Park and Ride Development: Continue to pitch idea to Gorge Express/ODOT, and continue to provide input on design and programming for the site. This could be a focal point for Fairview, and for EDAC's work.
- Advocate for beautification of Fairview Parkway/Halsey gateway

TASK: Investigate formation of Urban Renewal Agency to identify and pursue economic projects.

EDAC Discussion:

- EDAC appointed a representative to the URA advisory committee and will receive a briefing on the draft Urban Renewal Plan in October.

TASK: Develop a program to recruit targeted businesses to the community.

EDAC Discussion:

- EDAC did a community survey about 5 years ago, and it may be helpful to review the results
- EDAC should also review the results of the Johnson Economics Economic Diversification Study for Halsey
- A local marketing packet could help to advertise Fairview as a business-friendly community and create a positive image as business location
- Fairview could provide assistance to help new businesses navigate the process of getting started in Fairview
- Jarvez Hall offered that EMEA can help with the marketing effort

TASK: Encourage Village Street Development

EDAC Discussion:

- EDAC discussed what this meant. Does it mean or help to bring more businesses to the existing buildings?
 - The group questioned how new restaurant and other food and beverage businesses would impact parking
 - More education and signage could help to inform people about using the off-street parking lots
 - Are existing owners along Village Street using their space as desired, or would they use the building differently if ground commercial use was allowed and viable?
- Or does this mean help to get the vacant parcels to develop? Does Council want EDAC to help identify desired uses and encourage development of these parcels?
 - Providence property
 - Lot north of Library
 - Lot across Village from City Hall
- Positive marketing of Fairview could help to encourage new businesses and development of vacant parcels
- City should encourage shared parking when development gets approved
- EDAC feels this is a lower priority action

TASK: Consider future direction of the Development Incentive Program

EDAC Discussion:

- More residents support more businesses
- EDAC decided to table discussion of this item until after the election and Urban Renewal Plan is drafted, which may address development incentives.

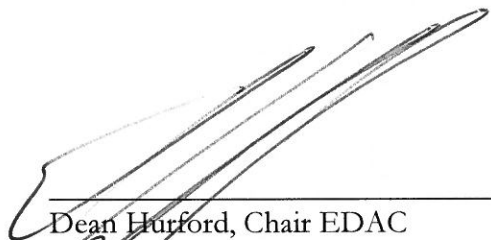
TASK: Review and provide recommendations for municipal or development code amendments that may impact business or economic development

EDAC Discussion:

- Chair Hurford noted this is very complicated
- EDAC may want to weigh in on the Town Center Commercial (TCC) zoning district code, and the zero off-street parking requirement; chair Hurford suggested EDAC review this code section
- Planner Selden noted that the challenge with this code section may be more that it is organizationally difficulty to navigate/not user-friendly. The DLCD grant consultant team will be reviewing and providing recommendations on this code section, and she suggested EDAC review it at that time, to help provide feedback on their recommendations.

Chair Hurford suggested EDAC think about what other redevelopment opportunities are high priorities and EDAC may be able to help move forward.

Meeting adjourned at 7:10 p.m.



Dean Hurford, Chair EDAC

8/16/18

Date



Sarah Selden, Senior Planner

8-16-18

Date