



**City of McMinnville**  
**Planning Department**  
231 NE Fifth Street  
McMinnville, OR 97128  
(503) 434-7311

[www.mcminnvilleoregon.gov](http://www.mcminnvilleoregon.gov)

# MINUTES

---

**March 1, 2017**

**4:00 p.m.**

**McMinnville Urban Renewal Advisory Committee  
Regular Meeting**

**Community Development Center  
McMinnville, Oregon**

**Members Present:** Chair Walt Gowell, Kelly McDonald, Cassie Sollars, and Wendy Stassens  
**Members Absent:** Kyle Faulk, Ed Gormley, and Marilyn Worrix  
**Ex-Officios Present:** Mayor Scott Hill  
**Ex-Officios Absent:** Kem Carr and Rebecca Quandt  
**Staff Present:** Heather Richards – Planning Director  
**Guests Present:** Kellie Menke, Sharon Morgan, Steven Rupp, Erin Stephenson, and Rob Stephenson

---

## 1. Call to Order/Introductions

Chair Gowell called the meeting to order at 4:00 pm.

## 2. Citizen Comments – None.

## 3. Action Items

- Property Assistance Program Loan/Grant Documents

Planning Director Richards said at the last MURAC meeting, there was discussion regarding the Property Assistance Program Loan and Grant. These were the final draft documents after legal counsel had reviewed them. The Urban Renewal Board reviewed them in January and gave staff the authority to put this program together and for MURAC to administer the program. MURAC could make decisions up to \$5,000 that met the program's criteria for either grants or loans, and any requests for more than \$5,000 would go to the Urban Renewal Board after review and recommendation by MURAC. The documents included information on the Free Design Assistance Program which offered up to ten hours or \$1,000 of free design assistance, Development Loan/Grant Program for up to 20% of the overall project cost not to exceed \$100,000 per project, and a new clawback provision to the Façade Improvement Program that said if any property sold in five years, the disbursement would be repaid back to the Agency. She discussed the criteria for the eligible projects and terms for the loan/grant program. Every project would be different and each would be reviewed for how it was achieving the objectives and needs of the Urban Renewal District.

There was consensus that this was a good place to start for these programs, they were tested documents from other jurisdictions, and this was a realistic cap that allowed them to make a significant contribution without overly committing to one project.

Committee Member Sanders moved to approve the property assistance program loan/grant documents. The motion was seconded by Committee Member McDonald and passed 4-0.

- Façade Improvement Grant: 206 NE Evans

Planning Director Richards discussed the request for a \$2,500 grant to the Chehalem Valley Dance Academy for primary entryway improvements. They were proposing to put in awnings for weather protection as well as lights and security cameras. The cameras were not a usual request for Façade Improvement Grants, but there was discretion for eligibility of other improvements as approved. So far they had obligated or spent \$3,000 in this fiscal year and there was a little over \$6,000 left. The application met the design standards.

There was discussion regarding whether or not they wanted to set the precedent of including security cameras as the grants were more for aesthetics and not safety equipment.

Planning Director Richards said the cameras could be part of the funded match or could be taken out of the grant altogether. Without the security cameras, the total project cost was \$4,025 and the grant allocation was a maximum of \$2,012.50.

There was consensus that the security cameras did not fit the purpose of the grants.

Committee Member McDonald moved to approve the Façade Improvement Grant for 206 NE Evens excluding the security cameras from the project and not to exceed \$2,012.50. The motion was seconded by Committee Member Stassens and passed 4-0.

#### **4. Discussion Item(s)**

- Alpine Avenue Ground-Breaking

Planning Director Richards said the contract had been awarded for Alpine Avenue and the ground breaking would be held on March 20. She discussed who should be invited to the event and stated pictures would be taken to put in the paper. She had a conversation with Online Northwest regarding putting in ten gigabyte infrastructure on Alpine Avenue as part of this project. If there were additional costs, they would need to be absorbed by Urban Renewal funds.

Chair Gowell requested that if there were contingency funds left over, the funds should be reverted back to the transportation bond and urban renewal fund pro rata based on their participation in the project.

- Parking Study Kick-Off

Planning Director Richards said the Parking Study Kick-Off would be held on April 4. It would be a discussion on what the City would like to see in the utilization study, the dates they would like things to be done, and a review of the process.

- 3<sup>rd</sup> Street Improvement Project Sub-Committee

Planning Director Richards asked if there were members from MURAC who wanted to form a 3<sup>rd</sup> Street Improvement Project sub-committee. Committee Members McDonald and Stassens volunteered.

## 5. Presentations

- 1% for Public Art

Steven Rupp thought it was appropriate to take 1% for public art out of the funds going into Alpine and Urban Renewal. MURAC already recognized the importance of public art. There were places to put public art, but no plan for putting it in. Designating 1% for public art would give them a known budget and a Public Art Master Plan could be generated.

Sharon Morgan thought 1% was a time-honored, well proven mechanism for funding public art that was high quality. It assured a known budget to get artists to participate who otherwise might not come to McMinnville and the City would get unique art with a coherency and a similar theme to it. It would also be an opportunity to engage young artists. She suggested if the 1% program was approved, that the City brought in a consultant from the Metro Arts Council to give training on the scope and range of this program. Most of the current public art was purchased privately and on loan for a two year timeframe or until they were sold. This program had worked well in other jurisdictions.

Planning Director Richards said this would be an amendment to the Urban Renewal Plan, but there were public improvement projects in the Plan that could include art.

Chair Gowell asked if they had asked the City Council for a 1% designation for public art from all capital construction. He thought this was a broader issue than Urban Renewal. Mr. Rupp said they had not approached the Council yet.

There was consensus to have further discussion on the suggestion. Staff would work with Mr. Rupp and Ms. Morgan and come back to MURAC with a proposal.

- Atticus Hotel

Erin Stephenson discussed the Atticus Hotel project. The Oddfellows Building LLC was the developer and Live McMinnville LLC was the tenant. Live McMinnville was doing business as 3<sup>rd</sup> Street Flats. They were operating at the highest end of lodging, and there was a need for more high end, full service lodging in McMinnville. Those who spent the night in town spent three times more than someone who was day-tripping. They would bring business that did not come to McMinnville currently. The Atticus Hotel would be a 36 room luxury boutique hotel with a restaurant/bar, conference room, and an exercise room. This would be a full service hotel with a concierge, valet, group sales on site, and would bring in a minimum of \$63,000 in Urban Renewal funds per year and \$250,000 in Transient Lodging Tax. The average consumer spent \$99 per day. She thought that would equate to \$4 million to \$6 million per year from guests who would stay at the Atticus. This project would attract other businesses and would bring in people who could bring a business to McMinnville. The hotel would employ 50 people and would employ local artisans and crafts people. At least 75% of the construction would be made in Oregon, such as the furniture, art, and products in the hotel. They would be marketing McMinnville as well. The project could help revitalize 4<sup>th</sup> Street. She explained the design of the building, parking, and

access. The ground-breaking would be on May 1 and the hotel would be open in spring of 2018. There would be no impact to the downtown parking spots, as guests would want to park longer than the two hour limit. She explained the lease options for parking.

Planning Director Richards said there were some funding gap needs for the project that would be brought back to MURAC.

There was consensus to have this project come back to MURAC with a proposal.

**6. Committee Member Comments – None.**

**7. Staff Comments**

Planning Director Richards said there was an Urban Renewal Opportunities Tour for Alpine on March 16.

**8. Adjournment**

Chair Gowell adjourned the meeting at 5:20 pm.