

## Minutes

### Core Area Advisory Board Thursday May 19, 2022

Council Chambers, 710 NW Wall Street Bend, OR  
3-5pm PST



CITY OF BEND

---

### 3:00 p.m. Core Area Advisory Board

#### Meeting Roll Call

- Kurt Alexander, Chair
- Corie Harlan, Vice-chair
- Alyssa Heim
- Dale Van Valkenburg
- John Fischer
- Jeff Baker
- Katherine Austin, not in attendance
- Kina Condit-Chadwick  
Elisa Cheng
  
- Katy Brooks, Bend Chamber of Commerce
- Sharon Smith, Bend LaPine School District, not in attendance
- Rachel Colton, Bend Park and Recreation District
- Nick Lelack, Deschutes County, not in attendance
- Lynne Mildenstein, Deschutes Library District
- Rachel Zakem, Central Oregon Intergovernmental Council
- Central Oregon Community College, no one in attendance
- Councilor Campbell

#### 1. **Approve Minutes (5 minutes)** – Chair Kurt Alexander

Dale Van Valkenburg made motion to approve, John Fischer seconded. Unanimously approved.

#### 2. **Public Comment (15 minutes)** – Chair Kurt Alexander

Discussion as to how public comments are stored, by city staff and on the Core website.

Public comments from Ryan Starr, Principal Architect, Starr Designs & Architecture, Rachel Colton, Bend Park and Recreation District who could only make the first half of the meeting were submitted online. CAAB member, Jeff Baker, also submitted his funding priorities by email following the meeting since he had to leave early. All comments submitted are posted to [Core Area Advisory Board webpage](#).

#### 3. **Core Area Equity Outreach (20 minutes)** – Allison Platt & Janet Sarai Llerandi, Consultant. Primary focus on equity outreach for Core area and

creating relationships with Latinx business owners. Discussed what other outreach methods the committee would like to see over time.

**Janet Sarai Llerandi, Libre Strategies LLC.** Outreach activities that have been created for Latinx community: 1 on 1 outreach, text updates & reminders, “Evening of Lottery”, game night that was culturally adapted and responsive to the needs of the Latinx community. Utilize Facebook page that is used by Latinx community

Brought on Xavier Borja, Community Relations Manager for City of Bend who specifically focused on equity partnerships and gathering feedback regarding communication with the city.

Next steps, more outreach with Core area business owners, learning about their specific needs. What type of investments would they make to their business?

Committee general comments- Love idea of Spanish chamber of commerce. Organized strength by numbers is beneficial. Helping businesses of this demographic important but also trying to get those businesses to own equity in land is essential to the immigrant experience, which is one of the best ways to build generational wealth and pass it on. How can we identify opportunities for wealth building and wealth creation? Members liked the idea of making sure Core Area applications are accessible. Comment that it would likely be helpful for Latinx community members to have access to someone that could help them with filling out applications, when to turn it in or have an opportunity to create it together.

#### **4. Core Area Funding Priorities (75 minutes) – Allison Platt**

Staff [presentation](#) followed by roundtable discussion on early year Core Area funding priorities.

##### **Potential conflict of interest:**

- Kurt Alexander declaration of potential conflict of interest. Kurt owns four properties in the Core area, three of the properties are ready to be developed, the fourth property is 20 to 30 years away from development.
- John Fischer-Conflict of interest working for Ashley Vance, employer owns property on Franklin but no proposed developments at this time. Stands to gain from a better BCD like the rest do.
- Alyssa Heim- Business owner on Greenwood.
- Dale Van Valkenburg declaration of potential conflict of interest. Employer is Brooks Resources who owns property at 181 Franklin, with future development of this property. His conflict, he feels the priority should be the east, west streets first, location Franklin and Greenwood.

- Rachel Zakem-Employer, Central Oregon Intergovernmental Council (COIC) owns Hawthorne Station on Hawthorne Avenue. COIC is interested in purchasing land for a Mobility Hub in the Core Area.

Approximately \$10 million will be available to invest in the Core Area between 2023-2027 which is to be spent on the following types of projects in TIF Plan:

- Transportation, Streetscape and Utility Infrastructure.
- Affordable Housing Redevelopment and Development Assistance, Partnership and Support.
- Business Redevelopment and Development Assistance, Partnership and Support.
- Open space, Facilities, Amenities and Wayfinding.

Committee members were asked, “what project or project categories are a high priority for you?” A roundtable discussion ensued with each committee member being polled on listing the projects from highest priority to lowest and their reasons as to why.

Midtown crossings is scheduled for open house the end of June and there will be a consultant presentation at upcoming meeting.

#### **5. Hybrid and In-Person Meetings (5 minutes)**

- a. Next Meeting:  
Thursday, June 16, 2022 3-5:30pm  
Location: Council Chambers, Board members only  
Public will be invited to attend via Zoom.
- b. No July meeting.
- c. August meeting will be open to the public.

**Adjourn:** 5:39pm

To view a recording click on this link:

[May 19, 2022 recording](#)

---