

## Minutes

### Core Area Advisory Board Subcommittee

Monday November 14, 2022

Council Chambers, 710 NW Wall Street Bend, OR

10:30am-12:30 pm PST



CITY OF BEND

## 10:30 a.m. Core Area Advisory Board Subcommittee

### Roll Call

- Corie Harlan, CAAB
- Alyssa Heim, CAAB
- Dale Van Valkenburg, CAAB
- Jeff Baker, CAAB
- Katherine Austin, CAAB & AHAC
- Sharon Smith, Bend LaPine School District
- Keith Dodge, BEDAB Member
- Brianna Manfrass, BEDAB Member
- Cindy King, AHAC Member

### 1. Introductions and Conflict of Interest Disclosures (5 minutes)

- **Kathy Austin**-Member of Core Area Advisory Board (CAAB) and Affordable Housing Advisory Committee (AHAC). No potential conflict of interest.
- **Corie Harlan**- Vice Chair of Core Area Advisory Board (CAAB) also, Cities and Town Program Manager with Central Oregon Land Watch. No potential conflict of interest.
- **Alyssa Heim**-Member of Core Area Advisory Board (CAAB) and Bend Central District Business Association Board (BCDBA). Potential conflict of interest as Alyssa is owner of Big Story Bookstore on Greenwood and 3<sup>rd</sup> Street in the Core Area.
- **Cindy King**-Chair of Affordable Housing Advisory Committee (AHAC). No potential conflict of interest.
- **Dale VanValkenburg**-Member of Core Area Advisory Board (CAAB). Employer is Brooks Resources who owns property at 181 Franklin Avenue and ownership interest in property on Hawthorne Avenue, which both are in the Core Area. Potential conflict of interest on both of those.
- **Jeff Baker**-Member of Core Area Advisory Board (CAAB). Employer is Craft3 business lender. No potential conflict of interest.
- **Sharon Smith**-Ex Officio member of Core Area Advisory Board, (CAAB), employed by Bend LaPine Schools. No potential conflict of interest.
- **Katy Brooks**-Ex Officio member of Core Area Advisory Board, (CAAB), employed by Chamber of Commerce. No potential conflict of interest.
- **Brianna Manfrass**-Member of BEDAB. Employer is Pinnacle Architecture. Potential future conflict of interest, but none at the present.

- **Keith Dodge**-Co Chair of BEDAB. Potential conflict of interest as Keith owns an office building on the corner of second and Penn in the Core Area, as well as a couple of his clients have property in that area.

## **2. Core Area Equity Outreach Update (30 minutes)- Janet Serai Llerandi & Allison Platt**

High concentration of Latino businesses in the Core area.

Latin Business Outreach Events and the takeaways from these events: Latins are ready to engage, Latinx business owners are not able to access the same incentives and opportunities for funding, lack of affordable options to expand business operations, opportunities for mobile vendors to sell their product without a store front, which is a barrier to migrant and undocumented entrepreneurs and finally lack of store ownership and wealth building.

### Recommendations:

- Continue to maintain & foster relationships
- Evaluate the accessibility of Permit Center Operations and requirement for commonly accessed permits by Latin@ customers.
- Support Latin@ business network events or a Latin@ Chamber.
- Utilize different forms of communication when engaging with Latin@ community.
- Support the growth of Latin@ owned businesses by addressing barriers
- Ensure application requirements are not overly burdensome and are accessible to immigrant owned business

Comments and discussion on How to Create a Latin Chamber ensued.

- Would the Chamber take on some of these roles to help facilitate Latin business owners with some of the things mentioned?
- Do you have resources that could come together as part of a Chamber?

Next steps: Allison Platt and Janet Serai Llerandi have put together a final report and hoping to make this report available by the December CAAB meeting.

## **3. Public Comment (10 minutes)**

No public comments.

## **4. Key Questions for Discussion (45 minutes) - Allison Platt, Alex Joyce, and Pauline Ruegg**

### **a. What are the Priority Project Types?**

- Internal upgrade/modifications focused on ADA compliance

- Improvements that stay in the Core area and not be moved off when a business leaves
- Murals and Façades, consistent with creating a lively presence in the Core, but may not last forever
- Things that affect the real estate, attached to the ground versus real property that can move outside the district and does not help with the TIF
- City Code, ADA Requirements, insufficient water lines. These improvements potentially help other businesses
- Exterior improvements, seen by the public and immediate results.
- Making older buildings viable for new uses
- Priority investments that are going to stay in the district and have a more external focus
- Stabilize existing building that's women or minority owned or an existing property owner that may be less well capitalized

b. **WHO are the priority beneficiaries?**

- Percentage of ownership-equal to or majority, 50% or higher?Childcare
- The Makers
- Prioritize high wage businesses? Initial detriment/inward facing
- Farmer's market- Allison Platt to check into the State statute around eligible uses of TIF
- The Landlord, as he must authorize any improvements, can be tied to existing lease.

c. **WHERE are the highest priority locations (*in the near term*)?**

- Bend Central District (BCD)
- Leveraging existing investments

d. **WHY are the funds needed (problems to overcome)?**

- Displacement
- Gentrification
- Stabilization
- Inequity

e. **HOW will the funding and investments be structured?**

- Look at tiered system, under \$10K a grant up front, \$10K to X amount we would match a percentage, and then to the next amount we would match a smaller percentage.
- Resources for completing applications such as an open house where there are people to aid in answering questions and assist in completing the application.
- Loans/interest rate (keeping those low)
- Annual reimbursement

Grants move faster and help people who have less experience navigating these kinds of programs

## Business Improvement Programs- Questions for Discussion

- **WHAT are the Priority Project Types?**

- External or internal improvements - or flexible?
- Hard and soft costs (design assistance)?

**Priority Investments:** ground level pedestrian zone upgrades that improve street environment and identity of district

- Facade upgrades (windows, doors, signage, lighting, awnings, murals)
- Sidewalk/Public ROW improvements
- Landscaping
- Accessibility upgrades

**Stabilization investments:** helping to stabilize existing owners or businesses (anti-displacement)

- Structural or life/safety upgrades
- Mechanical systems
- Energy efficiency upgrades
- Roofs
- Parking upgrades

**Professional assistance (soft costs)**

- Equipment purchase
- Development services (architectural, design, engineering, market/financial analysis)

- **WHY are Funds Needed (Problems to Overcome)?:**

- Small businesses lack capital to start/improve business and/or rising district rents threatens displacement
- Improve storefront appearance and pedestrian experience overall
- Public improvements and upgrades triggered by change in use/building upgrades
- Incentivize private investment on streets being improved with TIF investments or other priority streets in the Core

- **WHO are the Priority Beneficiaries?**

- **Specific end users?**

- Businesses owned by women, minorities, and/or veterans
  - What % of ownership to qualify for this?
- Small businesses
- Local businesses
- Business organization/merchants' association - organizations that support the businesses
- Regular district events - events and programming that support businesses
- Childcare operators

- **Specific use types?**

- Businesses that generate employment/offer training
    - High wage businesses?
  - Food/beverage/events focused businesses
  - Entertainment or recreation-based businesses
  
- **WHERE are the Highest Priority Locations (*in the near term*)?**
  - Certain streets or frontages?
    - Capitalize on public investments in E-W spines (Greenwood, Hawthorne, Franklin)
    - Future investments on 2nd
    - What about 3rd? ODOT improvements happening now
  - Subdistricts within URA boundary? BCD?
  - Key opportunity sites
  
- **HOW are funds distributed?**
  - **Structure/amount of funds?** Should there be a difference in the amount of funds for different types of projects? *Is there a dollar amount or time limit on how applicants can use this fund, e.g., if the use of funds for substantial improvements triggers ROW improvements, can applicant also apply to fund those?*
    - Grant?
    - Loan?
    - “Tax exemption” (annual reimbursement)?
    - Requirement for matching funds?
    - Same amount for hard vs. soft costs?
    - Grants to building owners or tenants. (Support stabilization investments to avoid accidental gentrification if supporting a specific business (tenant) is the goal.)
  - **How to make funds most accessible?**
    - Easy to access website/application materials
    - Rolling or fixed application period?
    - Limited application materials
    - Staff assistance in accessing resources and completing applications

**Adjourn:** 12:00pm

**To watch the live recording click link below:**  
[November 14, 2022](#)