

Minutes

Core Area Advisory Board

Thursday March 16, 2023

Council Chambers, 710 NW Wall Street Bend, OR

3-5pm PST

This meeting will be held in person for board members and via Zoom for members of the public.



CITY OF BEND

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

Roll Call

- Corie Harlan, Chair, present
- Elisa Cheng, Vice-chair, present
- Alyssa Heim, present
- Dale Van Valkenburg, present
- John Fischer, present
- Jeff Baker, present
- Katherine Austin, present
- Kina Chadwick, present
- Kurt Alexander, present
- Councilor Perkins, Council Liaison, present
- Sara Odendahl, Bend Chamber of Commerce, present
- Sharon Smith, Bend LaPine School District, present
- Rachel Colton, Bend Park, and Recreation District, present
- Nick Lelack, Deschutes County, not present.
- Lynne Mildenstein, Deschutes Library District, not present.
- Rachel Zakem, Central Oregon Intergovernmental Council, not present.

1. Conflicts of Interest Disclosures

- **Corie Harlan**- Chair of Core Area Advisory Board (CAAB) Central Oregon Land Watch. No potential conflicts of interest.
- **Kathy Austin**- Member of Core Area Advisory Board (CAAB). No potential conflicts of interest.
- **Kina Chadwick**- Member of Core Area Advisory Board (CAAB). No potential conflicts of interest.
- **Elissa Cheng**-Vice-Chair, Member of Core Area Advisory Board (CAAB)
- **Dale VanValkenburg**-Member of Core Area Advisory Board (CAAB). Employer is Brooks Resources who owns property at 181 Franklin Avenue and an ownership interest in property on First and Hawthorne Avenue, which both are in the Core Area. Potential conflicts of interest on both of those.

- **John Fisher**- Member of Core Area Advisory Board (CAAB). Potential conflict of interest. His employer Ashely Vance Engineering is doing engineering consulting on some Core Area projects.
- **Jeff Baker**- Member of Core Area Advisory Board (CAAB). Employer is Craft3. No potential conflicts.
- **Alyssa Heim**- Member of Core Area Advisory Board (CAAB). Potential conflict of interest. Alyssa and her husband own Big Story Book Store on Greenwood near 3rd Street and could potentially benefit from improvements on Greenwood.
- **Kurt Alexander**-Member of Core Area Advisory Board (CAAB). Declared conflicts of interest, owns 821 NE Second Street where Spoken Moto will be located shortly, also owns 205 NE Hawthorne Avenue, and 934 NE 1st Street.

2. Approve Minutes (5 minutes) – Chair Corie Harlan

Kathy Austin moved to approve February 16,2023 minutes; Jeff Baker seconded. Unanimously approved.

3. Development Partnership Programs (60 minutes) – Allison Platt

Draft program policies for the Development Assistance and Business Assistance Programs were sent out to all CAAB members for review prior to the meeting.

The board received a presentation from staff on both the Draft Development Assistance and Business Assistance Programs and provided the following input:

- Change all pedestrian-oriented references to “improvements that support (or benefit) people walking, biking, rolling, and/or using transit.”
- Better define customer facing businesses for both programs
- Development Assistance program
 - Clarify how evaluating scoring works (i.e., one bullet does not equate to certain number of points)
- Business Assistance
 - Change \$5,00 no \$5,000 (Design Assistance)
 - Equitable Outcomes (Evaluation Scoring)
 - Add woman owned.
 - Customer facing (better define customer facing)- public facing/retail (i.e., Not office)
 - Eligibility
 - Expand definition beyond existing permanent structure (i.e., to be inclusive of food truck lots) to address the need to support more mobile vendors as recommended in equity outreach.
 - Proposed improvements must comply with all applicable City of Bend standards to clarify and ensure buildings that already have some existing non conforming features would still be eligible for funds.

Motion-Kathy Austin, CAAB Member, ““I recommend that the Bend Urban Renewal Agency (BURA) adopt both the Development Assistance and Business Assistance programs as presented with clarifications. Those clarifications include any reference to pedestrian oriented to be changed to people who are walking, biking, rolling and or using transit. Clarifying that the bullet points for the Development Assistance program are not, “ each bullet point is worth a certain number of points,” and then clarifying or evaluating the eligibility requirements for the Business Assistance program to be more inclusive particularly including the connections for an individual food truck lot on to the lot or businesses that might be doing improvements that don’t necessarily fit within that existing permanent structure definition as presented, modifying the eligible or priority businesses outcome section for the Business Assistance program to include woman owned and customer facing businesss, adding a better definition of what customer facing businesses are, and any grammatical edits and clarifications that staff finds,””

John Fisher seconded.

Corie Harlan-Aye, Elisa Cheng-Aye, Alyssa Heim-Aye, Dale Van Valkenburg-Aye, John Fischer-Aye, Jeff Baker-Aye, Katherine Austin-Aye, Kina Chadwick-Aye, Kurt Alexander-Aye.

Alyssa Heim and Corie Harlan volunteered to attend the April 5 BURA meeting.

4. Performance Metrics (20 minutes) – Allison Platt

Performance Metrics Framework Memo was sent out to all CAAB members for review. Staff are working to acquire final remaining data for the 2022 Annual Report for Core Area Performance Metrics as well as identifying indicators to include in a public dashboard.

CAAB discussion on Performance metrics included several questions to clarify some of the performance metrics and the following feedback:

- Add column that explains what actions are being taken to improve metrics/reach targets.

Motion-Dale Van Valkenburg, CAAB Member, “I, recommend BURA utilize the reporting framework to monitor Core Area success and direct staff to prepare the 2022 Annual Report and identify opportunities to share key metrics in a public facing dashboard with changes to include actions that are being taken to reach metric/goals.”

Kina Chadwick seconded.

Corie Harlan-Aye, Elisa Cheng-Aye, Alyssa Heim-Aye, Dale Van Valkenburg-Aye, John Fischer-Aye, Jeff Baker-Aye, Katherine Austin-Aye, Kina Chadwick-Aye.

Kurt Alexander-absent.

5. Equity Outreach (15 minutes) – Allison Platt

Staff have finalized the Core Area Equity Report that summarizes the relationship building effort with Latin @ owned business that took place over the last year.

Currently there is Spanish speaking counter staff at the permit counter, also looking at creating some, “How To”, videos in Spanish for frequently asked permit questions.

Main takeaway for the Core Area is that we ensure that we are offering application support and translation assistance to any future business that wants to apply for the Business Assistance program.

Motion-Kina Chadwick, CAAB Member, “I, recommend BURA to ensure application and translation assistance is available for the Core Area Business Assistance Program.”

Dale Van Valkenburg seconded.

Corie Harlan-Aye, Elisa Cheng-Aye, Alyssa Heim-Aye, Dale Van Valkenburg-Aye, John Fischer-Aye, Jeff Baker-Aye, Katherine Austin-Aye, Kina Chadwick-Aye.

Kurt Alexander-absent.

6. Public Comment (15 minutes) – Chair Corie Harlan

No public comment.

7. Next Meeting & Information Sharing (5 minutes)

a. Next Meeting: Thursday, April 20, 2023 3-5pm

- i. Updated CAAB Work Plan, to be discussed at next meeting.
- ii. Council goals issued; the following are some of those highlights:
 - Accessible & Effective City Government
 - Affordable Housing & Sustainable Development
 - Environment and Climate
 - Public Safety
 - Transportation & Infrastructure

b. Development Updates:

- There will be a presentation from the Park District at the April CAAB meeting.
- Cancelling CAAB meeting for July and possibly August.
- Spoken Moto relocation this Saturday.

- A land use application has been received for the Priday Center on Wall Street.
- Chamber of Commerce hosting a What's Brewing Event event on April 6. Topic-What is happening in Core Area and BCD?

8. For a recording of this meeting click on the link below:
[March 16, 2023](#)