

**MILWAUKIE CITY COUNCIL  
WORK SESSION  
JANUARY 23, 2001**

The work session came to order at 6:00 p.m. in the City Hall Conference Room.

City Council present: Council President King and Councilors Lancaster, Marshall, and Newman.

City staff present: City Manager Pro Tem Swanson and Neighborhood Services Manager Gregory.

## **Information Sharing**

### **Parks District Information**

The Council reviewed information Swanson provided comparing North Clackamas Parks and Recreation District (NCPRD) property tax and system development charge (SDC) revenues collected in Milwaukie with the amount expended in the City.

### **Milwaukie Jr. High Property**

**Swanson** said the North Clackamas School Board indicated it would solicit requests for proposals (RFP) to gauge interest in the property. Responses will be due July 1 with Board discussion July 19. He understood the Board would hold the non-profit group, Milwaukie Jr. High School Preservation Committee, in the first position. If the Committee develops a reasonable offer, the Board indicated it would terminate the RFP process

**Ed Zumwalt** added, Superintendent Naso spoke more favorably of the Committee's effort than indicated in the recent *Oregonian* article.

**Bob Pinson**, Pinson Philanthropic Advancement, outlined the fundraising strategy. He will begin with an organizational plan and recruit the assistance of highly-regarded community people. Since it is unlikely the money will be collected by July, the key is a strong, enthusiastic community group which is so confident in its abilities the District will be willing to negotiate. The purpose of the four-month contract will be to determine the probability for success and perhaps move forward with solicitation. Interim targets will assure project funds can ultimately be raised as well as evaluate the committee members' quality and commitment. He referred to several regional projects in which he has been involved including Providence Milwaukie Hospital and Willamette View in the Milwaukie area. People are influenced by a lot more money, and this project has a quality of citizen participation making it difficult for the District to say "no" to a reasonable proposal.

The Council supported moving forward with Pinson.

## **Milwaukie Downtown Development Association**

**Swanson** suggested the group begin by comparing the Milwaukie Downtown Development Association (MDDA) goals with its current City contract.

**Jack Elder**, MDDA Director, and **Dave Strauss**, MDDA President, addressed the Council.

**Strauss** reviewed the five goal categories: enhance the environment and image within the Association's boundaries; support the Milwaukie Development Plan; promote and market downtown Milwaukie; recruit businesses that foster the economic vitality of the downtown; and increase participation in the MDDA and its projects. The plan includes systematically calling on each business to hear its needs. He commented on the importance of launching a website to aid in marketing and recruitment.

**Council President King** asked the average length of success a business has in Milwaukie. **Strauss** did not have that data, but it generally depends on the type of business. The goal is to recruit those types of businesses which have longevity and complement each other

**Councilor Newman** asked how many property owners are assessed in the economic improvement district, and **Elder** said there are about 135 properties. **Councilor Newman** suggested surveying each of the businesses to determine what services each wants from the MDDA.

**Councilor Newman** asked the assessment amount, and **Swanson** replied the total assessment is \$18,000.

**Council President King** asked if there were promotion and advertising outside the immediate area. **Strauss** responded Milwaukie currently has very few vacancies, so there is little to promote. As the downtown plan evolves, a website could reach a lot of people.

**Councilor Lancaster** suggested advertising and promoting downtown businesses in local papers such as the *Clackamas Review*. **Strauss** replied this has not been done because of expense and lack of desire on the part of the business owners.

**Councilor Lancaster** asked how many of the 135 downtown businesses actively participate in the MDDA. **Strauss** said participation is at about 10%.

**Councilor Lancaster** asked if the Association had a summary of its past year's efforts a to develop a strategy. **Elder** maintains a phone log.

**Strauss** said one of the director's goals is to document his activities. There is little marketing effort at this time because there is no space available.

**Elder** added the city manager told the MDDA not to market the area until the downtown plan was adopted.

**Councilor Lancaster** asked how many people participated in developing the business plan. **Strauss** felt goals and procedures applied to organizations but not necessarily business plans.

The MDDA will provide its annual report to the City on April 1.

The group discussed the success of the Sunday Farmers' Market. **Elder** said the market will begin its third season in May. Last year, vendors paid about \$17,000 in fees and expenses came to \$12,000. The attempt to bring in crafters was not successful because they were separated from the rest of the market. There will be parking issues when the transit center block begins developing. He spends about 20 hours a week in February making preparations, and, when the Market is operating, his time drops to 5 or less hours per week. The MDDA hires a manager to evaluate and balance the vendors.

**Councilor Newman** asked if there was a sense the Market benefited other downtown businesses. **Elder** said businesses complain the Market is held on Sunday. Milwaukie Popcorn store owners, who operate a booth at the Market, find it has the positive effect of bringing new customers into their store.

The group discussed the feasibility of a Wednesday Market. **Strauss** said the highly successful Beaverton Market has a Wednesday session, but only about 10% of the vendors participate.

**Councilor Newman** said a critical piece of the Downtown Plan is a grocery store anchor on the north end. He asked who would take the lead on that part of the project.

**Elder** said the MDDA has not been given any specific direction, so the timing may be right to discuss a development organization. The transit center project will make people aware of Milwaukie, but parking will be a huge issue.

**Councilor Marshall** noted the MDDA contract had limited expectations compared to the actual business and economic needs of the City today. The number of service-oriented businesses downtown reflects earlier zoning. He was frustrated by the perception that Milwaukie lacks development community leadership.

**Swanson** believed the original ordinance establishing the economic improvement district authorizes business recruitment and development activities.

**Strauss** did not disagree with Councilor Marshall's assessment. He believed a professionally-staffed Milwaukie Chamber of Commerce could effectively promote community retail.

**Councilor Marshall** discussed the feasibility of a development commission with a professional leader and volunteer staff. There needs to be a citywide approach which also encompasses the underutilized industrial areas.

**Council President King** thought some of the current dissatisfaction with the MDDA might actually be its charge. Clearly, there needed to be more discussion.

**Swanson** noted the contract does not have an expiration date, but certain actions by the parties could terminate the agreement. The group discussed the funding mechanism and the feasibility of the MDDA's becoming self-sufficient. Council recommended the Association's include a membership survey in its annual report.

### **Legislative Issues**

The group agreed to schedule one or more day trips to Salem to meet with Rep. Tomei and other legislators. Swanson will coordinate scheduling the meetings.

**Councilor Marshall** identified 2 very important legislative issues to discuss with Tomei: system development charges and franchise fees.

**Councilor Lancaster** was concerned with impacts of unfunded mandates.

**Councilor Newman** hoped Tomei could help speed up promised ODOT projects like McLoughlin Boulevard and the River Road intersection.

### **Agenda Process**

**Swanson** summarized the internal agenda process that would set standards for staff reports going to Council.

**Councilor Marshall** said the document should be revised to show the mayor and manager determine the final agenda.

**Council President King** discussed the importance of a "no surprises" agreement among Councilmembers on potentially controversial subjects.

**Swanson** suggested taking time to revisit the communications agreement.

### **Riverfront Project**

**Swanson** distributed copies of the State Marine Board's conceptual drawings for the Jefferson Street Boat Ramp re-design. He will work with Gill Williams, Atlas Landscaping, on an update for the Council's February 5 work session.

The group discussed the importance of setting goals, establishing criteria, and communicating with its appointed boards and commissions.

## **Other**

1. Council President King announced several upcoming meetings including Festival Daze planning and downtown policing issues.
2. Council President King will appoint Bogdan Garbar to the Traffic Safety Board at the next regular Council session.
3. The group agreed to hold all upcoming work sessions at 5:30 p.m.

**Swanson** announced the Council would meet in executive session pursuant to ORS 192.660 to discuss potential litigation.

## **Adjournment**

The work session ended at 7:55 p.m.

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Pat DuVal, Recorder