



# BEAVERTON URBAN REDEVELOPMENT AGENCY

## Urban Renewal Advisory Committee (URAC)

**Monday, November 7, 2016**

**The Beaverton Building**

**The Columbia River Room, 5<sup>th</sup> Floor**

**12725 SW Millikan Way**

### **MEETING MINUTES**

**In attendance:** Chair Inessa Vitko, Sean Colletta, Jennifer Nye, Carmela Bowns, Lorraine Clarno, Calvin Hamerus, Domonic Biggi, Amy Saberiyan, Allen Kennedy (in for Deric Weiss), Ann Snyder, Shelia Greenlaw-Fink, Scott Winter and Staff Liaison Tyler Ryerson and Josh Carrillo

**Excused:** Deric Weiss

**Unexcused:** Roy Kim

**Others in Attendance:**

**Public:**

#### **Call to Order and Introductions**

Chair Vitko called the meeting to order at 7:03 p.m.

#### **Visitor Comments**

None.

#### **BURA Metrics Update**

Mr. Carrillo gave an update on the metrics and thanked the URAC members for feedback. He then reviewed the metrics from page 11 of the Draft Annual Report. The following are comments from URAC Members:

- Would it be a good to calculate net rather than gross?
  - Yes, would be good to have (lost/gained over time). We can incorporate net.
- What is the parking goal?
  - New Parking Manger, 75% BURA funded (parking strategy).
  - Planning Commission has recently approved reduction of required parking in the Creekside District (same as old town).
  - Parking studies (by consultant Rick Williams) help to determine the right amount of parking. Once 85 percent of on street parking is utilized it's time to look at what to do next for public parking or changing required parking for developments.
    - Build a new parking facilities.
    - Shared parking, look to district businesses for available parking.

#### **BURA Annual Report Review**

Mr. Carrillo and Mr. Ryerson overviewed the Draft Annual Report, refer to report for details.

Annual Report has multiple purposes:

- State requirement.



- Marketing document.
- Showcase progress.
- Transparent.
- Provide more information.
- Tool to help special districts and jurisdictions come on board or use as a prototype.
  - Mr. Allen commented his experience with the City of Tigard's Urban Renewal Agency (URA) that Beaverton is a good example of a jurisdiction working with special districts in the urban renewal realm.
- Financial section (this is the only section BURA is required to provide to the state).

Comments from URAC include:

- TIF graphic, can we show the money on this graph?
- TIF graphic doesn't seem to fit the rest of the graphics (make larger, more readable, brand colors).
- Spotlight page (showcases program success).
  - Better before and after photos (include captions, increase size, more visible).
  - The graphs don't match the other graphs (reduce size).
  - Include testimonials (personal, quote from one of the program success story)? More appropriate to include in the five year action plan.
- Goals:
  - Showcase data for each goal and communicate annual progress (updates/changes every year).
  - Diversify the graphic of the group of people meeting.
- BURA metrics: summarize the metrics and explain the outputs and outcomes.

Members are encouraged to send additional comments to Mr. Carrillo or Mr. Ryerson.

### **BURA Webpage Discussion**

Mr. Carrillo went through the webpages for BURA and asked URAC members for feedback for upcoming updates:

- More videos (embedded) captioned, 20 seconds max (projects from start to finish).
- Slide shows are better than pictures but not mobile friendly.
- Use analytics to determine what goes first (ask for failed searched terms).
- About URA page needs to identify with Beaverton. Replace that picture of the truck in traffic.
- Too many words, use 'learn more' if you can't eliminate the words.

### **Beaverton Update and Announcements**

Mr. Ryerson announced that Calvin Hamerus, Amy Saberiyan, and Roy Kim are resigning from URAC and that Sean Colleta is leaving URAC, no longer working in Beaverton. Applications have been received and are under review.

Mr. Ryerson distributed the final adopted action plan.

He also gave an update on the area projects. Ms. Phipps is coming back to URAC in December to give an update of the Western Avenue Employment Area. He encouraged members to visit the Western Avenue website (<http://www.beavertonoregon.gov/WesternAvenue>) for more

information. He briefly reviewed the BURA area updates spreadsheet, refer to handout for more details. Feel free to contact Mr. Ryerson if you have questions or want further detail.

**June 6, 2016, Meeting Minutes Approval**

Mr. Biggi made a motion to approve the minutes and Ms. Bowns seconded the motion. The minutes from June 6, 2016 are approved as is.

**Calendar Items**

<b>On the Calendar</b>	
December 5, 2016	URAC Meeting 7:00 p.m.
January 9, 2017	URAC Meeting 7:00 p.m.
January 24, 2017	BURA Board Meeting, 6:30 p.m.

The meeting was adjourned at 8:32 p.m.