



BEAVERTON URBAN REDEVELOPMENT AGENCY

Urban Renewal Advisory Committee (URAC)

Monday, May 4, 2020
The Beaverton Building
Council Chambers, 1st Floor
12725 SW Millikan Way
MEETING MINUTES

In attendance via Zoom conference call: Chair Jennifer Nye, Vice-Chair Rebecca Cambreleng, Andrew Ehlen, Domonic Biggi, Erik Lehr, Inessa Vitko, Allen Kennedy, Nathan Perley, Sarah Walton, Paige Lerwick, Scott Winter, Paula Cottrell, Staff Liaison Tyler Ryerson, and staff Mike Williams, Javier Mena, and Chase Landrey and Beaverton Downtown Association Executive Director Kevin Teater

Excused: None.

Unexcused: Ann Snyder.

Call to Order and Introductions

Chair Nye called the meeting to order at 7:11 pm

Visitors and Comments: None.

COVID-19 Responses and General Updates

City of Beaverton Economic Development Manager Mike Williams, Beaverton Downtown Association Director Kevin Teater, and City Housing Manager Javier Mena provided details on how programs are responding to COVID-19, what they are hearing from the community, and what their thoughts are moving into COVID-19 recovery. In addition, the managers provided individual program updates.

- **Economic Development (Mike Williams)**

- Pre-COVID (see chart in presentation for details):
 - Unemployment low, more than recovered from great recession
 - Office and industrial vacancies all-time lows (industrial doing great) retail between four and five percent
- Post-COVID stats will take some time to calculate. How we are gathering information:
 - Survey with the Chamber of Commerce (other surveys as well)
 - Conference calls with businesses organized by the Beaverton Downtown Association and Chamber of Commerce
 - Outreach through email and phone calls to main street and traded sector businesses
 - Statement of need and comments from the Emergency Business Assistance Program
 - Sharing impacts and programming ideas with the region on weekly calls with Greater Portland Inc. (GPI) and the Governor's Office Regional Solutions Coordinator (a lot of collaboration)
 - Soliciting feedback through the website at economicdev@beavertonoregon.gov
- Community need:
 - Storefront and Main street businesses have been hit hard



- Traded sector (outside the immediate area: high-tech, headquarters, manufacturing...) businesses have not been impacted as uniformly as the Main Street businesses. While most have seen some decline in revenue and expect impacts
 - Existing business holding on but new orders slowing dramatically
 - A limited number of businesses have or are in the process of pivoting their production or services to something COVID related
 - Many have had to make adjustments to working from home and many are expecting either higher costs or lower productivity when on-site production and work resumes due to social distancing and other safety measures
- City Action to Date:
 - Emergency Business Assistance Program (EBA), Phase 1: grants for eating and drinking establishments covered under Governor's Executive Order 20-07 and 20-12. (partially modeled after Seattle program) \$250,000 initial allocation for grants of up to \$2,500
 - Received 378 applications between March 18-27 (over \$1,000,000 of need). 139 businesses were eligible and 120 businesses were awarded funding (average grant was \$2,022). These businesses employ 1,199 people. Goal to give people time to figure out what to do next and build some good will with landlords
 - Businesses reflect the cultural diversity of Beaverton
 - EBA Round 2 (redefined eligibility) \$250,000 on a lottery basis with all pre-qualified businesses:
 - Business is under a mandatory change in service order (by state, federal or local government). This includes restaurants, hair and nail salons, fitness studios and other personal service and certain retail businesses
 - Business has 25 or less FTE in Beaverton
 - Business operates within the city limits of Beaverton, and has a lease or mortgage payment on the property
 - Business verifies they are experiencing economic loss due to COVID-19
 - Business has a Beaverton business license
 - National chains excluded. Businesses receiving SBA assistance not eligible
- Local State and Federal Programs (actively promoting):
 - SBA has rolled out multiple programs that businesses can apply for including the Emergency Injury Disaster loans (EIDL) and PPP loans. These are mostly in the form of loans that can convert to grants (forgivable loans)
 - Many of the businesses we have been helping have not been able to access these programs
 - Washington County has a grant and loan program for eligible small businesses
 - State has provided some funding to Oregon Community Foundation and some CDFI's for administering grants and loans
 - State is also considering direct funding to local governments for grant programs like ours (waiting for the guidelines)
 - Economic assistance directly related to COVID-19 impacts is allowed under the funding in the first CARES act passed by congress. States and jurisdictions over 500,000 people could spend on economic relief. (State of Oregon, Multnomah County, Portland, Washington County)
- Moving Forward (Beaverton):
 - Set up an Operating Capital for Economic Relief and Recovery
 - Beaverton initially funded \$100,000 for a pilot program (to help ramp up or change how they do business)

- Keep doing the Business Assistance Program (Grants), but with funding coming from other sources (mostly federal through the State or County)
 - Help businesses reopen with technical assistance and PPE equipment (how to open with new rules and regulations)
 - Help restaurants reopen by helping them with outdoor seating (parking spaces)
 - Pivot to loan programs to conserve cash and provide more assistance
 - Civility – Peoples health and livelihoods are on the line. Varying ideas about what the proper amount of equipment, social distancing, and operating procedures look like
 - Talking to a lot of people. Open to other ideas?
 - Long-term will come next after we have a better picture of the impact
- **Beaverton Downtown Association (Kevin Teater, Executive Director)**
 - Where is downtown?
 - Canyon to 5th Street, boarded by Lombard and Stott to Cedar Hills, refer to presentation for map
 - Who is in downtown?
 - Small Businesses
 - Large group of restaurants
 - Small group of retailers
 - Professional and health services
 - Restaurant Strategy
 - Economic Development team has done a great job getting new restaurants to make Beaverton the premier westside dining destination
 - Figuring out what should change and what should continue
 - What is the BDA?
 - Mostly volunteers (~50) with one paid staff person (Executive Director)
 - Vision:
 - To create a vibrant community
 - Mission:
 - To promote the historic preservation of Old Town
 - To improve the physical, economic, and social environment in Old Town
 - Promoting downtown (use Main Street approach)
 - Recognitions (2019 was a great year)
 - Inessa Vitko served on the Board
 - Awards:
 - Best Adaptive Reuse – Big's Chicken
 - Best Interior Rehabilitation – Ex Novo
 - Best Retail Strategy – Passport to Old Town
 - Volunteer of the Year - Michelle Barnett" for the 2019 awards
 - Accomplishments (many, refer to presentation for the details)
 - Co-sign: Raised \$140,000 for seven new blade/projection signs in downtown
 - Seven businesses
 - Five local artists
 - Three sign fabricators
 - What's next:
 - Property renovations for Nak Won
 - New affordable housing on First and Main (The Mary Ann)

- Report from hundreds of Downtowns across America (see presentation for details) report includes:
 - How long can the business last?:
 - City funded rent relief helps a lot (better able to negotiate with landlords)
 - Risk of losing businesses that have made downtown successful
 - Revenue changes:
 - Up to 75% decrease
 - What assistance is helpful?:
 - PPE for inside of businesses (plexiglass, masks)
 - Financial assistance specifics
 - Overhead assistance
 - Social media and on-line presence (collaborative approach)
 - Current concerns:
 - Paying rent
 - Payroll
 - PPP and EIDL have helped some but not all are eligible and tough getting employees back from unemployment (increased income)
 - Worried about losing customers
- BDA Programs
 - BDA website COVID 19 updates promoting local businesses and grassroots support for businesses: (<https://www.downtownbeaverton.org>)
 - Downtown delivers (businesses joining together to meet 24-hour delivery)
 - Take out Thursday (downtown restaurants open for take-out, curbside pick-up and delivery options)
 - Social media support
 - Weekly blog posts
 - Help with making customers feel safe (sanitizing surfaces and merchandise, health score cards)
 - Weekly cash mob (focus on specific business and alternate focus for each week, being fine-tuned)
 - Working with some State Main Street Programs on Recovery Action Plans for downtowns
 - Collaborating with other Downtown Directors
 - You can help (volunteer opportunities include):
 - Creative writing for blogs posts
 - Social media content
 - Press releases
 - Other, ideas welcome
- Policy Implication (State, Federal)
 - Small Business Administration technical assistance expansion
 - State and Cities small business education and technical assistance
 - CARES Act and future stimulus focus on small businesses with less than 20 employees and increase support for rent and or mortgage relief
- **Housing Activities Regarding COVID-19 (Javier Mena)**
 - Mayor's Eviction Moratorium and Governor's Eviction Moratorium
 - Once the City's state of emergency is lifted, residential tenants have six months to pay back rents that cannot be paid (City Council will be updating this policy)
 - Preparing to deploy Rent Assistance Program

- Resources Federal
 - Community Development Block Grant \$613,479
 - CARES Act: \$413,479
 - Unallocated CDBG Funds: \$200,000
- Proposed Allocation: CDBG: \$613,479

	Rent Assistance – Community Action	*Meals on Wheels
CDBG (\$613,479)	\$600,000	\$13,479
Households Assisted	458 HH / 1,374 persons	TBD

- *First time providing food assistance
 - Resources Beaverton:
 - General Fund: \$420,000
 - Reallocation of Affordable Housing Resources: \$263,000
 - Supplemental Budget Request: \$157,000
- Proposed Allocation: General Fund: \$420,000

	1. Rent Assistance – Community Action	* Rent Assistance – Cultural Specific Organization
General Fund	\$100,000	\$200,000 (\$50,000 to each)
Households Assisted	TBD	TBD
	2. Rent Assistance – Nonprofit Housing Provider	Unemployment Insurance Navigation
General Fund	\$100,000	\$20,000
Households Assisted	TBD	TBD

- *Cultural Specific (partnering with the following organizations to be sure we are serving communities of color and underserved communities):
 - Muslim Educational Trust
 - Unite Oregon, tentative
 - Centro Cultural
 - APANO (Asian Pacific American Network or Oregon)
- Nonprofit Housing Organizations
 - In April these organizations saw a 25 percent decrease on revenue from rents
- Unemployment Assistance:
 - Challenges of navigating unemployment insurance site — Work Systems (non-profit) has established a hotline in Washington and Multnomah counties. Beaverton is talking with them about creating a Beaverton specific hotline
- Back to City Council on May 5, 2020 for approval
- Beaverton has established a Housing Hotline (check three-times a day with 24-hour response time commitment):
 - Phone: 503-629-6427
 - Email: Covidhousinginfo@beavertonoregon.gov
- Metro Housing Bond Projects Updates:
 - The Mary Ann at 1st & Main downtown, close funding and break ground in early June
 - Project D \$9,000,000. Received three proposals, selection committee taking a recommendation to Council next week

- All three proposals are strong (hope to find funding for all three)
- Elmonica site solicitation will be issued later this year
- Encouraging private developers to include affordable housing in their developments (one developer has expressed interest)

BURA Budget Update:

Mr. Ryerson provided an update to URAC on FY2020/21 Budget

- BURA Budget Committee meeting is May 26, 2020, 6 pm. virtual meeting via MS Teams (more information coming)
- BURA in a fortunate position: \$60,000,000 bond is out and will be issued in June. Urban Renewal funding can include (capital improvement projects; infrastructure, parking garages, storefront and tenant improvements...). Projects that will roll out once approved include:
 - Finish the district parking garage
 - Streetscape projects including The Loop
 - Quiet zone (limit the times that trains blow horns in downtown)
- BURA approved in March going to City Council on May 5, 2020:
 - Three new Full Time Employees at different levels to provide support to the projects and programs within the urban renewal district

Metrics Update:

Mr. Landrey gave an overview of the currently BURA approved metrics to track and understand how places and businesses are affected by BURA:

- Assessed Valuation in dollars
- Number of Housing Units
- Total Number of Regulated Affordable Housing Units
- Total Square Footage of Mixed-Use Commercial Space
- Total Number of Eating & Drinking Establishments
- Total Annual Private Investment in Existing Eating & Drinking Establishments in Dollars
- Total Acres of Surface Parking
- Total Parking Structure Spaces
- Total Number of Multi-Story Buildings
- Total Annual Private Investment in Dollars
- Total Commercial Rent Rates in Dollars per Square Foot

We separated the metrics into three categories:

1. City of Beaverton's work:
 - Pipeline of BURA projects with totals, status, and expected completion. Projecting out rolling and evolving
 - Ratio of BURA to other funds leveraged in grants and projects
 - Culturally specific community engagement
 - Ensuring we are translating our documents/messages and providing interrupters for the community
2. Work of Other's
 - Highlighting other projects that are doing the work of Urban Renewal without urban renewal investment
 - Verso Project is one good example
3. Recommended Outcome Metrics still in draft (compare in URA vs out of URA):
 - Change in total assessed valuation, in dollars (**unchanged**)

- Change in total number of housing units(**unchanged**)
- Change in total number of regulated affordable housing units (**unchanged**)
- Change in total frontage of storefront businesses(**updated**)
 - From square “footage” to “frontage” to highlight how pedestrian experience
- Change in total number of food and drink establishments (**unchanged**)
- Change in total number of businesses owned by people of color (**new**)
 - To understand how UR is affecting people of color and inform decisions
- Change in ratio of vehicle to transit/pedestrian/bicycle traffic (**new**)
 - To show our pedestrian and transit numbers are increasing
- Future and other potential metrics include:
 - Change in off-street parking supply and utilization
 - Change in average commercial rent rates
- Other BURA Feedback includes:
 - Having diversity in rental rates available important, not just average rate
 - More info about BURA funds which support businesses owned by people of color
 - Explain metrics methodology on web and in documents
 - Still track private investment in some way
- URAC Feedback:
 - Consider tracking the progress/success of restaurants. Mr. Landrey will take to Restaurant Strategy team

Beaverton Urban Renewal Area Update and Announcements

Due to time constraints will send the document via email. Will also include all the presentations from this meeting.

Beaverton Updates and Announcements

Mr. Ryerson distributed the project updates, new updates are in bold.

March 2, 2020 Meeting Minutes Approval

Meeting minutes for February 2, 2020 delayed due to time constraints. The minutes will be addressed during the next URAC meeting.

The meeting was adjourned at 8:55 pm