



# BEAVERTON URBAN REDEVELOPMENT AGENCY

## Urban Renewal Advisory Committee (URAC)

**Monday, December 07, 2020**

**The Beaverton Building**

**VIRTUAL MEETING**

**MEETING MINUTES**

**In attendance via Zoom conference call:** Chair Jennifer Nye, Vice-Chair Rebecca Cambreleng, Inessa Vitko, Ann Snyder, Andrew Ehlen, Erik Lehr, Paula Cottrell, Nathan Perley, Sarah Walton, Paige Lerwick, Domonic Biggi, Scott Winter, Staff Liaison Tyler Ryerson, Staff Chase Landrey, and Kelly Perkins

**Excused:** Allen Kennedy

**Unexcused:** None.

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

Chair Nye called the meeting to order at 6:12 pm

**Visitors and Comments:** None.

### **Gathering, Reflection and Appreciation (Tyler)**

Tyler and staff expressed appreciation to URAC Members who served in 2020. Your advice and feedback is valued. Tyler gave a special shout-out to the out-going members:

- Domonic Biggi:
  - Charter Member since inception of urban renewal
  - The Biggi family has been in Beaverton since 1910 and have made many contributions to Beaverton's history, most recently the highly popular and successful BG Food Cartel
  - Dom's comments: URAC has been my favorite committee, appreciate the collaboration and the opportunity to have a voice in shaping the community. Grateful for all the good opportunities the city has offered my family over the years
- Ann Snyder:
  - Five years serving on URAC, Ann has been a great contributor to the committee with connections outside of urban renewal area (Highland neighborhood). Always bringing forward the entire community considerations perspective. Ann will continue to serve on the BURA Budget Committee (BC) and Tyler has recommended Ann for The Loop Advisory Team
  - Ann's comments: Fascinating committee to contribute with, have learned so much, will take knowledge and share. Honored to step aside and let others benefit/contribute to serve the committee
- Inessa Vitko: Charter member since the beginning and lives in Central Beaverton. Inessa actively engages with businesses and has served as a great resource on multi-modal transit options and served as the URAC Chair. Cheryl Twete has recommended Inessa for the BURA Board.



- Inessa's comments: Very grateful for opportunity to participate on URAC and the BC .It has been an honor serving. Looking forward to next steps with BURA including how to increase the BURA/URAC connection
- Sarah Walton: Sarah has been instrumental to URAC over the past few years. As a new Central Beaverton resident she came to URAC passionate making sure the urban renewal perspectives are relayed to her community and neighborhood. Cheryl has also recommended Sarah will to the BURA Board
  - Sarah's comments: It's been a really fun group to participate with. I have learned a lot from this process and how to get involved. Join with Inessa to help improve the connection between BURA/URAC

### **Overview of 2020 Accomplishments**

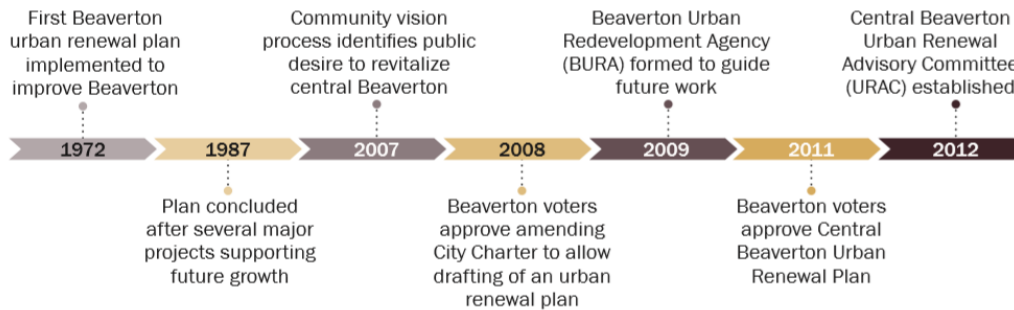
- Rebecca: COVID response, Beaverton Downtown Association and the City (Ec Dev) ensuring small businesses are being taken care of as a priority (needs based approach). Great to see URAC solicited feedback on the Parking Strategy was implemented
- Erick: Downtown Design Plan (the Loop), Downtown Equity Strategy (DES), so many interesting projects with potential for huge impact (great to see our input incorporated ex: Downtown Equity Strategy (DES) boundary map updated after listening session)
- Paula: when I first joined felt like people were informing us; the second year felt more like people were asking us (more meaningful as an advisory committee)
- Sarah: echo Paula. Good to see the expertise of this group being utilized
- Ann: Sense of synergy. Figuring out how to connect all projects
- Nathan: Most obvious, despite the pandemic, the city and community have pulled together to keep projects moving forward. DES, so impressed that project was not shelved, and how city plowed on, proving commitment to the effort. Great to see how our advice has been incorporated through listening
- Inessa: URAC has been a strong advocate for equity and inclusion (anti-displacement). Encourage members to continue to be the voice for those who are not at the table (City is so fortunate to have such a diverse community) keep the pressure on to be sure we are solving for everyone
- Tyler: New project for radar—presentation to BURA December 8, Sub-basin Strategy. Clean Water Services has recently changed their stormwater management requirements and regulations. These changes will impact our downtown redevelopment projects. Will need to think about how, as a community, we can participate and make improvements to maintain the momentum to reach our goals. Impact on areas such as:
  - Flood plain
  - Stormwater management and water quality
  - Wetlands
  - Creeks (daylighted)
  - Funding sources

### **Increasing Public Knowledge about BURA and Community Engagement Discussion (Chace)**

Chase briefly overviewed BURA's outreach goals, strategies, and channels used to share about successes. He then initiated a discussion around four questions to explore ideas to improve public knowledge of BURA and maximize our assets in community engagement. (refer to presentation for more details):

• Community Engagement overview:

## History of Urban Renewal in Beaverton



- Began with community engagement (city charter and urban renew plan)
  - Project specific
  - Once or twice for outreach with consultant lead
  - Focus on long-term relationships
- Tools/strategies need for upgrade with new technology:
  - IAP2 Spectrum: tool to right size community engagement from inform, consult, involve, collaborate and empower
    - Aligns with existing BURA goals

	Inform	Consult	Involve	Collaborate	Empower
Example Tools	Newsletter, email, video, website, social media, live stream meetings	Social media discussion, polls, blog, workbook, survey	Ideation, survey, polls, serious games, social media discussion	Online forums, document co-creation, mapping, Twitter chat, video meeting	Decision-making: Online voting, participatory budgeting  Community action: Discussion forums

- Important to involve URAC to decision process
- Diversity Equity and Inclusion (DEI) Plan racial equity will be achieved:
  - racial identity is measured in outcomes and is achieved when one's racial identity can no longer predict their success
  - three important questions to ask:
    - Who will most likely benefit?
    - Who is most likely to be harmed or negatively impacted?
    - Who are we talking with and why?
- Assumptions:
  - BURA work is important
  - Public input is important for success
  - Those affected have the information they need and the opportunity to shape decisions
  - Equitable inclusion improves outcomes
  - Public and stakeholder input are important

### BURA Report Out Discussion Questions and Feedback:

- How can we better communicate about BURA and our urban renewal work to our community and stakeholders?
  - Nextdoor.com

- How important is it that people know that BURA is different than the city? At what level?
  - Public typically sees government as the same
  - Clarify the relationship with URAC and how relates back to BURA
  - Based on history (originally BURA was removed due to mis-use of funding and lack of public inclusion). Could be very important to those who are aware of the history
    - Signage for projects that are BURA funded on site
    - Showcase success stories (ex: Ickabod's background stories)
    - Brought to you by BURA and inform what's next and offer opportunity for community input involvement
    - Provide access to information (bite size and include visuals)
- Which sort of projects should be highlighted when talking about BURA? (Exciting, fun, important, etc.)
- What info can we provide you so you can better share about what we do?
  - Ask for info links from stakeholders to push out through communication channels
  - Easy ways for branding/messaging efforts shared out
  - Tag projects with BURA signature
  - Simplify the goal message, just the facts please (average person has 8 second attention span)
  - Bite size information

#### **Engagement Discussion:**

- What shared assets and relationships can we tap into to improve our engagement?
- What other groups or organizations in our networks to share about BURA through?
  - Non profit advocacy groups
  - Existing service providers or community groups geared to specific populations
  - Beaverton School District
  - In for All (Beaverton based) - youth involvement, leads to parents
  - Professional groups (health care, human resource, transportation, construction)
  - Women in Transportation Seminars (WTS)
  - ELGL (Emerging Local Government Leaders)
  - Technology
  - NACs through BCCI report out
- What other tools or channels have you heard about for engagement?
  - LinkedIn (most professional platform)
  - Facebook (some people don't have LinkedIn, ask local businesses to share info out on individual FB page(s))
  - Beaverton Downtown Association
  - Right Channel... which audience are you going after
  - Instagram (younger generation)
  - Twitter
  - All Social Platforms
  - Translation for all
  - Influencers (enlist / engage to help share out information)
  - Quality messaging to create BURA brand
  - Non-English-speaking communities with translation support, "signal boosters"

**URAC Expertise Discussion:**

- How can we best honor your time, knowledge, and expertise in our community engagement? In what ways would you like to be involved more?
  - Site visits (post COVID)
  - Procedural Change:
    - Agenda items in advance with narrative around the goals for each
    - Clearly defined role of URAC
    - What does BURA need from us?
    - Regular report on how/when URAC feedback is communicated to BURA
- Member questions:
  - What do you need from URAC members?
  - What do you want to communicate to the community?
    - Inform projects with enough time to allow public feedback to be incorporated
    - Success/progress/changes

Chase will move the following questions into a survey (agenda topic timed out)

- What do you wish we asked URAC about?
- What activities would you enjoy as a committee?
- What opportunities could we be seizing to maximize our potential?

**Beaverton Urban Renewal Area Project Updates and Announcements**

- Tyler will send the project updates and announcements and the Patricia Reser Center for the Arts most recent video over email

**Approval of October 05, 2020 Meeting Minutes Approval**

Meeting minutes are tabled for next meeting.

The meeting was adjourned at 8:11 pm.