

**Minutes of the Downtown Development Authority
City of Portland**

Held on Thursday, April 17, 2008
In Council Chambers at City Hall

Members Present: Trappen, Briggs, Urie, Dumas, Antaya, Clement, Barnes, Dempsey

Members Absent: Kavanagh

Staff: DDA/Main Street Director Ulrych, City Clerk Miller

Chairman Dumas called the meeting to order at 3:42 P.M.

Motion by Clement, supported by Trappen, to approve the agenda.
All in favor. Adopted

Motion by Dempsey, supported by Antaya to approve the Treasurer's Report.
All in favor. Adopted.

Motion by Clement, supported by Urie to approve to the minutes of the March 20, 2008 meeting with corrections.
All in favor. Adopted.

Under Old Business Director Katie Ulrych stated that progress is being made towards Main Street Certification. The Mission/Vision Statement has been turned over to the State for comments. They have recommended that it be revised. They also recommend ongoing training and creation of a new board. The ongoing training has already been happening and the new Board has been established and is focusing on its organization.

There is a Merchandising Workshop for retailers being held on Monday, April 21, 2008 from 6:30 to 8:30 p.m. on the second floor of City Hall. The presenter will be Scott Day who spoke at the National Conference.

Under New Business Director Ulrych stated she has been attending the City Council meetings where they have been addressing the Grand River Ave. redesign project. There has been a great deal of public comment on this issue.

Director Ulrych commented that she had attended the last Planning Commission meeting where she presented information on downtown signs and sign ordinances that she had gotten at a recent conference.

Director Ulrych stated that she had attended the National Main Street Conference where the incubator Raffael's Marketplace was recognized. She commented that she attended approximately 10 sessions and received a great deal of good information.

Director Ulrych went over the proposed budget for the 2008/2009 FY. Changes may need to be made as the year and committee work plans progress.

Chairman Dumas questioned whether Main Street was getting more money due to projects that are not going on. Director Ulrych said that was correct.

Member Antaya questioned if the DDA would be able to stay in the black with no borrowing.

City Manager Dempsey explained that last year the DDA borrowed \$37,000 from the General Fund for the local match on the façade improvements. He further explained this debt is being repaid over a couple of years and how it is reflected in the budget along with bond payments on City Hall that are also due over the course of the next few years.

There was discussion of changes in funding and expenses over the past few years and how it has affected the fund balance.

There was discussion of funding more façade improvement projects and possible design workshops.

Motion by Dempsey, supported by Clement to recommend the proposed budget to the City Council for approval.

All in favor. Adopted.

Director Ulrych gave her Director's Report. The Promotions and Marketing Committee is working on Portland Pay Day. There are currently 10 businesses signed up and the committee is looking for more participants. They are also working on a treasure hunt in the downtown buildings. There will be pictures of specific spots for people to find.

The Organization and Finance Committee is still looking for volunteers for the Oktoberfest celebration. They are considering a coupon ad incentive program for the Main Street Newsletter and are working on a PowerPoint presentation about Main Street.

The Economic Revitalization Committee is working on getting more information out to the public through the Main Street website www.portlandmainstreet.org.

The Design Committee is getting involved with the Grand River redesign project and is giving its suggestions. They are also working on the downtown Sign Ordinance and wayfinding signs.

Director Ulrych informed the DDA that there would be a Riverfest meeting on Wednesday, April 23rd at 7:00 p.m. and there would be a free Merchandising Workshop on Monday, April 21st. She also gave information on a Citizen Planner conference that is available for those interested.

Member Clement invited the public to the Grand Opening of galerie d' art, a new art gallery at Raffael's Marketplace, that will be held on Saturday, April 26th from 3:00 – 7:00 p.m.

City Manager Dempsey updated the DDA on the progress of the Riverside Façade project. The contractor is addressing items on the punch list and has addressed the roof leak issues. Of the two different roof leak issues one was the fault of the contractor which was addressed. Some of the buildings from the boardwalk up will be completed within a couple of weeks. In order to complete the buildings from the boardwalk down the river needs to recede so that contractors can get to the buildings. The project will be finished up with the installation of the awnings and lighting.

Member Trappen thanked Director Ulrych for her attendance at City meetings and encouraged her to keep up the good work.

Motion by Urie, supported by Clement, to adjourn the meeting at 4:00 P.M.
All in favor. Adopted

Respectfully submitted,

Monique I. Miller, City Clerk