

**CANBY URBAN RENEWAL AGENCY  
SPECIAL MEETING MINUTES  
June 15, 2016**

**PRESIDING:** Chair Tim Dale.

**COMMISSIONERS PRESENT:** Todd Rocha, Traci Hensley, Brian Hodson, Tracie Heidt and Clint Coleman. Commissioner Greg Parker was absent.

**STAFF PRESENT:** Rick Robinson, Urban Renewal Director; Haley Fish, Finance Director; Joseph Lindsay, City Attorney; Jamie Stickel, Main Street Manager; and Kim Scheafer, City Recorder.

**OTHERS PRESENT:** Bob Cornelius, Brian Vanneman, Michele Reeves, and Fire Chief Jim Davis.

**CALL TO ORDER:** Chair Dale called the Special Meeting to order at 6:00 p.m. in the City Council Chambers.

**CONSENT AGENDA:** **\*\*Commissioner Hodson moved to adopt the minutes of the February 17, 2016 Urban Renewal Agency Special Meeting. Motion was seconded by Commissioner Hensley and passed 6-0.**

**CITIZEN INPUT:** None.

**PUBLIC HEARING:** 2016-2017 FY Budget as Approved by the Urban Renewal Budget Committee –

Chair Dale read the public hearing statement.

Rick Robinson, Urban Renewal Director, said the public hearing was to consider the 2016-17 FY budget which was approved by the URD Budget Committee. The total proposed budget was \$8,083,378. He highlighted the larger expenditure areas including the Library/Civic building, redevelopment grant, railroad quiet zone, Canby Fire, façade improvements, Library art, and Community Park.

Chair Dale opened the public hearing at 6:08 p.m.

**PUBLIC TESTIMONY:** None.

Chair Dale closed the public hearing at 6:08 p.m.

**RESOLUTIONS & ORDINANCES:** URR 16-001 – **\*\*Commissioner Hodson moved to adopt URR 16-001, A RESOLUTION ADOPTING THE URBAN RENEWAL DISTRICT BUDGET FOR THE 2016-2017 FISCAL YEAR. Motion was seconded by Commissioner Heidt and passed 6-0.**

**NEW BUSINESS:** Retail Market Analysis Presentation – Jamie Stickel, Main Street Manager, said a new retail analysis had been completed. She introduced the consultants and explained the process that was taken to produce the report. The last analysis was done in 2012 and the market had changed since then. This would be a tool moving forward for dealing with vacancies and reengaging existing businesses.

Brian Vanneman, Leland Consulting Group, reviewed the draft analysis. There were three types of retail environments in Canby, small downtown, the mid-century arterial of Highway 99E, and anchored centers. The emphasis in Canby should be on downtown and the arterial. The market area of people shopping in Canby was 50,000. The housing market was returning and there was a mix of resident incomes in Canby. Traffic counts on 99E were around 20,000 per day. He discussed growing and declining retail concepts and a market demand forecast.

Michele Reeves, Civilis Consultants, said she loved Canby's location in the region. Canby was its own community. Having a Main Street Manager on staff was great. They did interviews with businesses, property owners, residents, agencies, public sector staff, etc. Universally everyone hated 99E being in town as it did not reflect Canby and the Garden Spot. The community wanted to love downtown, but they didn't currently. A lot of the retailers downtown felt trauma. The downtown had good buildings, but was beigeville. Three and four color paint schemes were the way to attract people off 99E. Downtown needed to have more windows, better operating hours, and better retail space. She explained the importance of market data and gave some examples of how it was used in different communities to make improvements. Property owners needed the tools to know how to use their properties optimally. Business owners needed help with leveraging adjacencies and transparencies. Early projects should get extra technical assistance so they became the bar for everyone else. There were a series of programs for exterior and interior improvements that were in the report and it was meant to be a collaborative effort to accomplish improvements downtown. She then discussed what could be done for mid-century arterials. She thought a mix of uses was important and making it look good and showed some examples of how these areas had been improved in other cities. The businesses on 99E needed to be more visible and show what they did and there needed to be less asphalt and traffic needed to be slowed down.

Mr. Vanneman discussed anchored centers. There were no transformational moves for anchored centers in Canby.

There was discussion regarding improvement programs that could be used in Canby.

**ACTION REVIEW:**

1. Approved the Consent Agenda.
2. Adopted URR 16-001.

Chair Dale adjourned the Special Meeting at 7:22 p.m.

Kimberly Scheafer, MMC  
City Recorder

Tim Dale  
Chair