



**Banks Economic Development Commission
August 7th, 2019
MEETING MINUTES**

CALL TO ORDER The Economic Development Commission was called to order by Chair Will Moore at 6:30 pm.

ROLL CALL

Present were: Chair Will Moore, Vice Chair Kim Post, Mayor Peter Edison, Clint Jackson, Margaret Holland, and Rich Weitzel.

Absent: Carolyn McCormick, Mark Ward, Jeff Leo, Katie Erickson, and Marsha Kirk

Staff Present: City Manager Jolynn Becker and City Planner Stacy Goldstein

APPROVAL OF MINUTES

1. Approval of minutes from the June 5th, 2019 meeting

Vice Chair Post corrected the last sentence on Page 3 as follows, "...Wednesday, August 5th-7th, 2019 at 6:30 pm."

Vice Chair Post made a motion to approve the minutes from the June 5th, 2019 meeting as corrected. Rick Weitzel seconded; motion passed unanimously.

City Manager Becker informed the Commission that beginning next month, the Commission would see a more condensed format for the meeting minutes, noting City Council decided the minutes would be more summarized and without a lot of detail. She added that the meeting minutes as well as the audio recordings of the last three meetings would be available on the City's website.

PRESENTATIONS – None.

BUSINESS AGENDA

2. **The Brick & Mortar Game: Improving Economics in Commercial Districts – Overview of July 18th, 2019 Presentation by Michele Reeves**

City Manager Becker and City Planner Goldstein provided a brief review of the Summit Presentation by Michele Reeves, reviewing the information provided via email to the Commission, and highlighting ideas and suggestions on how businesses could improve their appearance to attract more traffic, how the City could encourage business improvements, and City programs that could encourage such changes.

The Commission and Staff discussed the Codes that could apply to the recommended business streetscape improvements and ideas to minimize the effects of highway traffic on these improvements. Staff confirmed any improvements would be the responsibility of the businesses and property owners, but the City could encourage and incentivize improvements through things like a

façade improvement program or a design guideline document. Commissioners debated the pros and cons of requiring design guidelines as part of a façade improvement program. They also reviewed and discussed the recommendations regarding exterior colors and the businesses who attended the presentation.

3. City of Banks Oregon Main Street Program – Overview of Draft Project Plan

City Manager Becker explained the information from the Brick & Mortar Game would help inform the Main Street Program. She noted the Draft Project Plan included in the packet encompassed the four different categories of the Main Street Program presentation by Sheri Stuart discussed at the June 5th, 2019 EDC meeting: Organization, Design, Promotion, and Economic Vitality, and that each category involved goals, objectives, and activities. Staff sought feedback from the Commission on the Draft Plan, which would be used to create the City's Main Street projects.

Discussion included designing a façade program to get volunteers and the community involved in Main Street improvements; identifying a pedestrian-friendly main street theme aimed at tourists and focused on businesses, not Banks' history; separating Main Street into three districts to retain current characteristics of each; and changing the title of the program to accommodate expanding the program beyond Main Street.

Staff explained that as pieces of the Draft Project Plan were completed, activities and tasks could be added to the Economic Road Map, which was a living document. Staff also explained the funding mechanisms for the Urban Renewal District and the Oregon Main Street program project and the boundaries within which projects could be funded through those programs. Commissioners discussed the pros and cons of putting all projects under one program name.

Clint Jackson made a motion to change the title of the Main Street Program to the Banks Renewal Program. Vice Chair Post seconded the motion, which passed unanimously.

The Commission unanimously consented to strike "Increase knowledge of Banks' history" under Promotion Objectives on page 1 of the Draft Project Plan. Promoting Banks' history was better addressed by the Historical Society or Chamber of Commerce, not the EDC.

Discussion continued around the need to create a mission statement from the separate goals listed for each of the four different components of the Draft Project Plan. Staff clarified that the Draft Project Plan was to be used to create the Banks Renewal Program.

The Commission agreed to the Goal statements for each of the categories as follows:

- Promotion. **Strengthen** ~~downtown's role~~ **and improve Main Street** as the service, tourist, and cultural heart of the Bank's community.
- Design. **Strengthen and** improve ~~downtown~~ **Banks** as a destination by creating a clean and beautiful main street that honors the historic character and small-town scale.
- Economic Vitality. **Strengthen and** increase the vitality of Banks' ~~downtown~~ **Main Street** by assisting existing businesses, improving the diversity of businesses, and building on emergence as a trailhead and recreation community.
- Organization. Act as the volunteer base to facilitate ~~downtown~~ **Main Street** revitalization efforts

Following discussion, the second Promotion Objective was amended to state, "create and communicate **an distinct** identity", due to community feedback and anticipated Code revisions that would impact zoning and development. The change would also provide more flexibility during the Design component.

Vice Chair Post moved to adopt the Promotion section of the Draft Project Plan as amended. Clint Jackson seconded the motion, which passed unanimously.

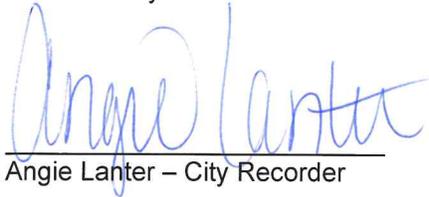
The Commissioners agreed to write a few sentences about an identity for Banks and review the remaining pages of the Draft Project Plan, as well as the façade program document, for discussion at the next meeting. Once the Façade Program was approved, the City could begin advertising the program.

Staff reminded that the City of Banks would have its 100-year celebration next year and provided images of the banners the City would place along Main Street. The City would also be recreating the banner from 10 years ago and incorporate them along Main Street as well.

ROUND TABLE – None.

ADJOURN The meeting adjourned at approximately 8:24 pm. Next Regular Meeting would be held on Wednesday, September 4th, 2019 at 6:30 pm.

Submitted by:



Angie Lanter – City Recorder