

**GRESHAM REDEVELOPMENT COMMISSION ADVISORY COMMITTEE (GRDCAC)
DECEMBER 6, 2023 MEETING MINUTES**

MEETING LOCATION

Rockwood Market Hall & Online meeting via Zoom Conference Call US: +12532158782, Webinar ID
831 0627 2675, or

<https://greshamoregon.zoom.us/j/83106272675>

COMMITTEE PRESENT: Jack Hollis, Chair
Celso Naranjo, Vice Chair
Ibrahim Moustafa
Marissa Clarke
Jennifer McMillian
Gregory Schroeder
Dimitrios Zourkos

COMMITTEE ABSENT: None

COMMISSION
LIAISON PRESENT: Commission Vice Chair Dina DiNucci

STAFF PRESENT: Brian Monberg, Gresham Redevelopment Commission Executive Director
Johntae Ivory, Program Technician, Recording Secretary

A. CALL TO ORDER

Chair Jack Hollis called the meeting to order at 6:08 P.M.

1. ROLL CALL

Chair Hollis called the roll.

2. ANNOUNCEMENTS

Commission Vice Chair Dina DiNucci said there's a couple of events happening in Rockwood. December 19th is the reindeer in Rockwood from 3-6 P.M and other events.

3. INSTRUCTIONS TO CITIZENS FOR TESTIFYING ON AGENDA AND NON-AGENDA ITEMS

Chair Hollis read the instructions.

4. PUBLIC COMMENT

Mr. Ivory reported that no citizens signed up to provide oral testimony or submitted written testimony.

5. 2029 Community Investment Framework

Brian Monberg, Gresham Redevelopment Commission Executive to present the PowerPoint presentation.
(PowerPoint presentation attached as Exhibit A.)

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Chair Hollis asked if we have a set of metrics from council and how do we show success?

Mr. Monberg explained we have had discussions over the last year with the Advisory committee and Commission about our goals and metrics. Our Urban Renewal plan is a fixed plan, and any changes would require a voter referendum.

Chair Hollis said we should keep in mind as the Advisory Committee, to give advice to the council who will then make the decisions on what they want to do. He wanted to make sure we are giving advice on questions the council has a cause for. He asked how do know if you were giving advice that the Council wants us to do.

Mr. Monberg said our commission liaison, **Commission Vice Chair DiNucci** is part of our discussions to reflect from the Commissions perspective. He noted, he can ask the Commission if there's any specific question or direction needed from our committee.

Commission Vice Chair DiNucci acknowledges in some ways, Council counts on the fact the committee has all the in-depth knowledge and discussions regarding the topics. There are cases the committee can bring strong points about why things need to happen and could impact the Council's decision.

Mr. Moustafa said housing ownership opportunity is a huge priority in the community and asked if there's going to be some kind of runway built up like location scouting, or funds allocated before we get to the 2027 timeframe so it's not all squeezed in the last couple of years.

Mr. Monberg said we could have staff time to provide a scope of work and some options for the next few years and there could be a recommendation for the Commission. He noted that staff could work through public engagement to help recommend a strategy. He believes, there's ways to leverage some of the collaborations we have and work with our planning department to get clear directions about how to produce more ownership housing.

Mr. Moustafa asked if a fire station is going to be built, would it take the place of the existing one or is it going to be built on a new property.

Mr. Monberg explained he will be careful about specifics but based off prior discussions, the fire station would be a new station. Having capital investment could help potentially reduce some of the operational challenges that they currently are having.

Chair Hollis explained with new development projects like potentially Station 74, we could get constructions companies to work on the projects with the idea of doubling the needs for local jobs and new development. We can look at all our future projects with the same idea.

Mr. Monberg said there is a real opportunity as part of contracting to build in structures for certain requirements to increase diversity of the inclusion within building trades and ideally try to identify job growth and development of local firms, apprenticeship, and educational opportunities for residents. Generally, recommendations could add requirements around construction, construction contracting and what to leverage locally.

Commission Vice Chair DiNucci said when we think about how projects fit into the Urban Renewal plan, we can use apprenticeships for job growth.

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Mr. Moustafa said he wanted to reiterate the importance of trying to create as many of these opportunities as we can for residents in the area, particularly when it comes to grant programs and housing investments down the line. We want to make sure we are revitalizing Rockwood as much as we can and not for investments and private equity companies.

Celso Naranjo said he likes seeing the Yamhill improvement and Grant programs on the list and he believes we will get less value on the dollar a few years from now.

Commission Vice Chair DiNucci asked if there is more money for other opportunities within the main categories that was discussed tonight.

- Housing
- Community Safety
- Economic Opportunity
- Transportation
- Community Vibrancy

Mr. Monberg explained there's a larger plan that identifies some of the specific elements and strategies within them. This lays out how to start moving that into a more formal, capital improvement program based off our operating budget.

Commission Vice Chair DiNucci asked if the Grant programs have flexibility when it comes to spending and could we figure out how to use the Grant funding for other programs?

Mr. Monberg believes their opportunity depends on how much is allocated per year. Our proposal is to start with a storefront program because we know a way to do it and it's been successful in the past.

Commission Vice Chair DiNucci said she is hoping some contingency funds are available when opportunities come up.

Mr. Naranjo said there is a need for more business support to help with marketing and website development for the small businesses in Rockwood and asked if there's a plan to address those needs.

Mr. Monberg said there's an opportunity to allocate funding for more technical assistance programs or ways to increase partnership to facilitate the assistance. Staff could come up with a recommendation to present in the future. We are excited about increasing partnership with the small business development center that's located next to the Market Hall. We can use the feedback from here for staff to explore allocation of funds within the economic opportunity category in some sort of capacity.

Mr. Moustafa believes it's smart to help ensure the funds are not being wasted by having a support system to help give the best outcome for the businesses.

Mr. Naranjo would like to see specific business support and technical assistance for the tenants at the Market Hall.

Mr. Monberg acknowledges a consensus from the Advisory Committee for staff to move forward to add additional business support or technical assistance for the Market Hall.

Chair Hollis said we could look into developing a grant that would help facilitate more resources for the provider that's already in place.

Commission Vice Chair DiNucci said we could look into creating a Rockwood business coalition for people to meet and gather information about what is available to them.

Chair Hollis said we could find an organization that is already doing it instead of trying to create a new organization.

Mr. Monberg explained he could anticipate a presentation on this issue in the future and recognized the planning department has done some work in the past on this, with an opportunity to bring in some partnerships to assist with everything. We have compiled a lot of information, but we there is an opportunity to turn it into a executable strategy.

Gregory Schroeder said there's people who are great on the creative side but not on the business and vice versa, but if there's a way to create a network of both within the area, that would be great.

Mr. Moustafa with people with home business and other small businesses in the area would benefit from this type of grant program.

Chair Hollis explained there are micro grants that help pay for supplies and other needs to help boost sales of the small businesses.

Mr. Monberg said there's opportunities that we could leverage through departments within the City of Gresham like the Economic Department, or we could join a number of Chambers that represent diverse organizations. We can come back and talk more about this and how we could increase those partnerships.

6. YEAR END REVIEW

Mr. Monberg, to present the PowerPoint presentation.

Mr. Moustafa asked how the Aviva Apartments goes about acquiring companies to fill the retail spaces on the 1st floor.

Mr. Monberg explained that ultimately the developer of the property is going to be responsible for the recruitment and signing leases. Aviva Apartments does have a broker marketing the space and in addition to that, there is a marketing plan that was put together for open houses in the future. With the Commission's role, staff has the ability to potentially provide connections and referrals.

Mr. Moustafa asked if the developers are aware the GRDC is looking into Grant funding for small businesses.

Mr. Monberg said there are specific uses Aviva Apartments have agreed to based off of our priorities. Some include financial service, bank, credit union and a sit-down restaurant and a possible training or professional service.

7. MEETING MINUTES:

Chair Hollis announced that it's time to approve the minutes of **October 11, 2023**. Members who were not in attendance at the meetings being voted on should abstain from voting on those minutes. Additionally, for each meeting being voted on, a majority of members in attendance at that meeting must be in attendance tonight in order to be able to take a vote on those minutes or the vote will be tabled to the next meeting. Therefore, we will vote on the minutes for each meeting separately.

OCTOBER 11, 2023 MINUTES

Motion was made by **Jennifer McMillian** and seconded by **Celso Naranjo TO APPROVE THE MINUTES OF October 11, 2023**. The motion passed as follows:

Jack Hollis	YES
Jennifer McMillian	YES
Celso Naranjo	YES
Gregory Schroeder	YES
Marissa Clarke	ABSTAINED
Ibrahim Moustafa	ABSTAINED
Dimitrios Zourkos	ABSTAINED

9. GOOD TO THE ORDER:

Mr. Ivory said he will be sending out meeting calendar invites for next year's meetings and an email with all the December events happening in Rockwood. He wished everyone happy holidays and he's looking forward to 2024.

B. ADJOURNMENT OF MEETING

Hearing no further business, **Chair Hollis** adjourned the meeting at 7:21 P.M.

Respectfully submitted,

/s/ Johntae Ivory

Johntae Ivory

Recording Secretary