



Home of the Tualatin River National Wildlife Refuge

City of Sherwood **SURPAC Meeting**

(Sherwood Urban Renewal Plan Advisory Committee)

Civic Building - Community Room

22560 SW Pine Street. Sherwood, OR 97140

Date: January 13, 2011 – 6:30pm

A G E N D A

- | | |
|---|--------------------------------------|
| 1. Call Meeting to Order | Chair Cam Durrell |
| 2. Approval of Minutes
(8/12/10 & 9/30/10) | Chair Cam Durrell |
| 3. Old Business | |
| a. Cannery Update | Tom Nelson |
| b. Cultural Arts/Community Center Advisory Committee | Bob Silverforb/Tom Nelson |
| c. Small Business Series update | Tom Nelson |
| d. BOOTS update | Charlie Harbick/Lee Weislogel |
| 4. New Business | |
| a. Annual Report | Tom Nelson |
| b. Economic Development Update | Tom Nelson |
| c. Economic Development Workplan | Tom Nelson |
| 5. Adjourn | |

Next meeting: SURPAC will be meeting, Thursday, April 14, 2011 at 6:30pm in the Community Room at the City of Sherwood Civic Building.



SURPAC MEETING MINUTES

MEETING TITLE	SURPAC Meeting Notes
DATE & TIME	August 12, 2010 6:30PM
LOCATION	Sherwood Civic Building – Community Room
FACILITATOR	Cam Durrell – SURPAC Chairman
NOTES TAKEN BY	Tom Nelson

ATTENDEES

	Name of Board or Group	City Staff
	Cam Durrell (Chair)	Tom Nelson
	Charles Harbick	Tom Pessemier
	Dave Luman	Bob Galati
	Bob Silverforb	Alexis Bozzo
Absent	Mark Cottle	Craig Gibons
	Ken Marlow	

	Others In Attendance	Council Liaison
	Gene Head	Lee Weislogel

MEETING NOTES

Approved: _____

1. The meeting was called to order at 6:34pm by Chairman Durrell
2. **Approval of Minutes** – Mr. Silverforb moved and Mr. Marlow seconded the motion to approve the 6/10/10 minutes. The vote was 6-0 in favor.
3. **Appointment of Vice-Chair** – Mr. Marlow moved, and Mr. Johnson seconded the motion to appoint Charles Harbick as Vice-Chair. The motion passed 6-0.
4. **Old Business**
 - a. **BOOTS Update and discussion** – BOOTS board member, Gene Head, made a presentation and asked for support from the URA for another year of staffing. His request was to support a ½ time position at a level of \$25,000. Mr. Head reported that significant progress had been made over the past year due to the assistance the URA had provided by acquiring the services of RARE participant, Alexis Bozzo. A list of accomplishments was distributed. Her eleven month term expires on 8/13/10, and continued staffing is needed to maintain the momentum in BOOTS activity and support the continued development of downtown. Mr. Marlow expressed that he doubted a ½ time position would be sufficient to continue to do the job. He and Mr. Durrell both

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expressed that with the significant infrastructure investment in downtown, it would make sense to support a full time position to market and promote downtown. Mr. Silverforb agreed. Mr. Johnson questioned how BOOTS differed from the Chamber of Commerce and wondered if these were competing organizations. Mr. Weislogel distributed information on the National Main Street Program and expressed how important it was to redeveloping and promoting downtown, as well as how this effort differed from Chamber of Commerce work. Mr. Nelson and Ms. Bozzo both explained the differences indicating that while BOOTS may seek support beyond downtown, that its function was solely to support the promotion and redevelopment of the downtown core, while the Chamber of Commerce played a business advocacy and recruitment role throughout the City. After considerable discussion of the pros and cons of having BOOTS as a subcommittee of the Chamber of Commerce, discussion of dues and expenses, and the qualifications needed for staffing BOOTS, Mr. Marlow made a motion to recommend funding of up to \$45,000 to acquire full time downtown development services over the next year for BOOTS. Mr. Silverforb seconded the motion. After additional discussion of other options, Mr. Durrell asked for a vote, and the motion passed 5-0 with Mr. Harbick abstaining.

b. Cannery Update: Mr. Nelson provided an update of the proposed Cannery project, stating that seven bidders had been prequalified for the street portion of the project and that five had attended the mandatory pre-bid conference. He expects bids to be opened in early September, and that construction will begin this fall with completion of the SW Pine Street redevelopment by November 13th. He also expressed that bids for the Plaza will probably be let in February/2011.

c. Cultural Arts/Community Center Advisory Committee: As the liaison to this committee, Mr. Silverforb reported that the committee had met three times since SURPAC had last met, and that the consultants had provided detailed estimates of three alternatives including a full theatre option, a 90/10 option, and a 70/30 option. Mr. Durrell asked if the steering committee had determined a funding source for operating and maintaining the building. Mr. Nelson reported that the most recent design of the 70/30 option was actually 78% public and 22% retail, and that it was the only option that would generate sufficient revenue to support the building. Mr. Silverforb also reported that focus groups would probably be meeting in October to determine likely uses of the public space, as well as potential revenue from those uses.

5. New Business

a. Façade Grant request: Mr. Nelson shared a grant request from Mr. Biggi for work on the building at 22418 SW Pine St. (Old Church). Mr. Johnson stated that this was exactly the purpose of the Façade Grant Program and moved to recommend the request to the URA Board, and Mr. Marlow seconded the motion. The vote was 6-0 in favor. Mr. Durrell asked what the use would be, and Mr. Nelson reported that the owner's daughter had an event business that he hoped would be successful in the building. It was noted that the building had previously been used for that purpose, and that it had been successful.

b. Downtown Streets and Priorities Discussion – Tom Pessemier and Bob Galati presented an updated proposal for the redevelopment of SW Railroad and SW

Washington streets that would more directly match existing redeveloped Old Town streets and what is planned for the Cannery project. The general consensus of the committee was that this more readily met their expectations and direction from the last meeting. Mr. Nelson shared an updated list of priorities that resulted from the revised downtown streets proposal, and asked the committee to vote on a recommendation to the URA Board. Mr. Harbick moved and Mr. Luman seconded the motion to recommend the revised street redevelopment proposal and updated priorities to the URA Board. The motion passed 6-0.

6. Discussion of next meeting – Mr. Nelson reported that he would be out of town on October 14th, as well as October 7th, and requested that the next meeting be on September 30, 2010. The committee agreed to the change.

7. Adjourn – The meeting was adjourned at 8:21 p.m.



SURPAC MEETING MINUTES

MEETING TITLE	SURPAC Meeting Notes
DATE & TIME	September 30, 2010 6:30PM
LOCATION	Sherwood Civic Building – Community Room
FACILITATOR	Cam Durrell – SURPAC Chairman
NOTES TAKEN BY	Tom Nelson

ATTENDEES

	Name of Board or Group	City Staff
Absent	Cam Durrell (Chair) Charles Harbick	Tom Nelson
Absent	Dave Luman	
Absent	Bob Silverforb Mark Cottle Ken Marlow	
Absent	Scott Johnson	
	Others In Attendance	Council Liaison Lee Weislogel

MEETING NOTES

Approved: _____

1. The meeting was called to order at 6:35pm by Vice-Chairman Harbick
2. **Approval of Minutes** – A quorum was not available, so the August 12, 2010 minutes review will be held over to the next meeting.
3. **Old Business**
 - a. **Cannery Update:** Mr. Nelson provided an update of the proposed Cannery project, stating that bid opening had taken place on September 29, 2010, that three qualified bidders submitted timely bids, and that Kodiak Pacific Construction Company was the lowest bid, and that the bid was significantly less than the initial engineer’s estimate. Mr. Nelson also reported that LUBA upheld the City Council’s decision to approve the Cannery PUD on all counts. He related that utility and excavation work will begin in October of this year.
 - b. **Cultural Arts/Community Center Advisory Committee:** Mr. Silverforb was not present, but Mr. Nelson stated there had been little done by the advisory committee since our last meeting, that focus groups were planned in October to better determine the uses of the facility.

c. Small Business Workshop report: Mr. Nelson included a copy of the Small Business Workshop flyer in the packet of information for SURPAC for information purposes, and stated that a new 5 part series will begin in partnership with PCC's SBDC, the Sherwood Chamber of Commerce, and the Sherwood School District on Wednesday nights beginning October 6th. He recognized the chamber for their increased role in coordinating the workshops.

d. BOOTS update: Mr. Weislogel and Mr. Harbick provided an update of efforts the BOOTS board had made to energize and grow its board, as well as its membership. They reported successful partnering with the Sherwood Chamber of Commerce, and expect to develop a proposal for SURPAC's consideration to assist in funding a Main Street Coordinator for Sherwood.

5. New Business

a. Discussion of next meeting – The committee discussed the need for a meeting in November and December, and determined that unless something arose that necessitated a meeting, the next meeting could wait until January 13, 2011.

7. Adjourn – The meeting was adjourned at 7:15 p.m.



Home of the Tualatin River National Wildlife Refuge



**Portland
Community
College**



SCORE[®]
Counselors to America's Small Business

THE SHERWOOD SMALL BUSINESS SERIES IS COMING

In partnership with the Sherwood Urban Renewal Agency and the Sherwood Chamber of Commerce, the Sherwood School District, SCORE, and the Small Business Development Center at Portland Community College, a series of Small Business Workshops is coming to Sherwood in fall of 2010.

The series of five evening workshops, led by business professionals, will be held on Wednesday evenings from 6:30-9:30pm at the Sherwood High School Community Room, starting Oct 6th and ending November 3rd.

PROGRAM TOPICS INCLUDE:

- How to Start Your Business
- Out of the Shoebox Recordkeeping
- How to Finance Your Business
- Business Plan Mastery
- Social Media Marketing

PRICING: The cost of each 3 hour workshop is \$49.

REGISTRATION: Registration for PCC community education and non-credit classes begins on August 2nd 2010. For course details and online registration, please visit <http://www.pcc.edu> to access the Fall 2010 Course Catalog under the heading of "Small Business Development". To register by phone, please call the PCC Registration hotline at 503.977.4933 and press #3. .

Check this URL for updates: <http://www.pcc.edu/staff/index.cfm/1331,12429,30.html>



Here's the performance from the fall:

DATE:	Reg:	CLASS NAME:
10/6/2010	12	How to Start Your Business
10/13/2010	4	Out of the Shoebox Recordkeeping
10/20/2010	8	How to Finance Your Business
10/27/2010	6	Business Plan Mastery
11/3/2010	22	Social Media Marketing
TOTAL ENROLLMENT:	52	

Breakeven was 40 participants for PCC - $52 * \$49 = \$2,548 - (\$40 * \$49 = \$1,960) = \588

Here's the lineup for Spring:

There may be a few tweaks to a name here or there, but I think this is where we're headed.

1. March 30th 6:30-9:30pm - **How to Start Your Business - Jonath Colon**
2. April 6th 6:30-9:30pm - **Better Smarter Richer - Jackie Babicky**
3. April 13th 6:30-9:30pm - **Biz Plan Mastery - Noah B.**
4. April 20th 6:30-9:30pm - **R U Bankable - Rick Stone**
5. April 27th 6:30-9:30pm - **Website Marketing - Tom Howe**

BOOTS PRESS RELEASE

Businesses of Old Town Sherwood

1/13/11

CITY OF SHERWOOD SUPPORT

The City URA Board approved the SURPAC recommendation to support the expenses involved in the hiring of a BOOTS part-time Coordinator for a period of two years. BOOTS appreciates the ongoing recognition of the need to have a vital Old Town along with the major capital investment within the URA.

BOOTS ORGANIZATION

At its January 10th meeting, the Board elected former City Councilor, Lee Weislogel as President. Tom Nelson, the City Economic Development Manager, was elected to the Board as an Ex-Officio Member.

THE MAIN STREET PROGRAM®

BOOTS is committed to implementing the successful state and nationwide Main Street Program®, and the formation of a non-profit 501(c)(3).

The Main Street Approach® is a proven comprehensive approach to commercial historic district revitalization. This approach has been implemented in more than 2,200 cities and towns in 40 states across the nation with the help of the National Main Street Center and statewide downtown revitalization programs. The Main Street Approach® is based on a comprehensive, four point strategy:

- Organization
- Promotion
- Design
- Economic Restructuring

BOOTS PARTNERSHIPS

Partnerships are a key element in the plans for BOOTS. Many organizations have specific and common interests in Old Town and BOOTS seeks to partner with them. An excellent example of this is the joining of the Sherwood Chamber by BOOTS and the Chamber joining BOOTS. Partnering with the City and the many community organizations is essential.

REGULAR MEETINGS

BOOTS welcomes ideas and involvement to support Old Town. Membership meetings are held in the Rebekah Lodge on the 3rd Mondays at 8 AM. Meetings are short and to the point. You are welcome to attend.

Thanks for your interest and sharing about how we can provide mutual support -- and thank you for all you do for our community.

Businesses of Old Town Sherwood Update

BOOTS (Businesses of Old Town Sherwood) recently elected outgoing City Councilor, Lee Weislogel as president of its board. City Economic Development Manager, Tom Nelson, was elected to the board as an Ex-officio member. BOOTS recently secured commitment from the Sherwood Urban Renewal Board to assist in funding coordination services for two years. The commitment was for \$45,000, based on positive quarterly progress. BOOTS will be contracting with the Sherwood Area Chamber of Commerce for administrative services, and will share office space.

BOOTS is committed to implementing the successful state and nationwide Main Street Program®, and the formation of a non-profit 501(c)(3). The Main Street Approach® is a proven comprehensive approach to commercial historic district revitalization. This approach has been implemented in more than 2,200 cities and towns in 40 states across the nation with the help of the National Main Street Center and statewide downtown revitalization programs. The Main Street Approach® is based on a comprehensive, four point strategy: Organization, Promotion, Design, and Economic Restructuring.

Partnerships are a key element in the plans for BOOTS. Many organizations have specific and common interests in Old Town and BOOTS seeks to partner with them. An excellent example of this is the mutual membership and co-location with the Sherwood Area Chamber of Commerce. Partnering with the City and the many community organizations is essential.

BOOTS welcomes ideas and involvement to support Old Town. Membership meetings are held in the Rebekah Lodge on the 3rd Mondays at 8 AM. Meetings are short and to the point. You are welcome to attend. Thanks for your interest and sharing about how we can provide mutual support -- and thank you for all you do for our community.



Sherwood Urban Renewal Agency

**REQUIRED ANNUAL REPORT PER ORS 457.460
 FY Year 2010 (Year ending June 30, 2010)**

I. INTRODUCTION

The Sherwood Urban Renewal Agency (“Agency”) administers the Sherwood Urban Renewal Plan (“Plan”). The Plan is funded in part by tax increment financing. Tax increment financing starts with the “frozen base” – the total assessed value in an urban renewal area at the time the urban renewal plan adopted, August 29, 2000. As total assessed value in the Urban Renewal Area has increased, the property taxes on the increase (“incremental assessed value”) have gone to the Agency. The annual tax increment revenues are used for payments on long or short-term debt to fund projects in the urban renewal plan.

II. REVENUES IN FY 2010

A. Tax Increment Revenues

In Fiscal Year 2010, the Agency received for the Plan, \$3,017,019 in tax increment revenues, including revenues from current year’s taxes and prior years’ taxes. The incremental assessed value (growth in assessed value in the urban renewal area over the value at the time the Urban Renewal Plan was adopted, August 29, 2000) was \$162,832,828. Total Tax Increment Revenue for that time period was \$14,230,071.

B. Proceeds of Debt Payable from Tax Increment Revenues

In Fiscal Year 2010, the Agency issued \$1,000,000 in long-term debt for the Plan.

III. EXPENDITURES IN FY 2010

A. Expenditures of Tax Increment Revenues

The tax increment revenues received for the Plan were expended on debt service payments consisting of \$911,016 in principal and \$723,198 in interest and on a contingency fund.

B. Expenditures of Proceeds of Debt Payable from Tax Increment Revenues

The proceeds of debt were expended, along with a beginning balance of \$2,792,650 and \$90,248 in interest and miscellaneous income on the following:

Personal Services	162,580
Materials and Services	542,840
Capital Outlay	2,749,370
Total	\$ 3,454,790

Remaining funds were placed in a contingency fund (ending fund balance).

IV. PROJECTED REVENUES IN FY 2011

A. Tax Increment Revenues

The Agency's budget for FY 2011 anticipates \$2,794,616 in tax increment revenues. The Washington County Assessor has reported maximum tax increment revenues for FY 2011 of \$3,184,076.83. Actual amounts received by the Agency for the Plan will be reduced by under-collection and Measure 5 compression and increased by amounts received from tax payments from prior years.

B. Proceeds of Debt Payable from Tax Increment Revenues

The Agency's budget for the Plan for FY 2011 anticipates \$9,000,000 in proceeds of debt payable from tax increment revenues.

V. EXPENDITURES IN FY 2011

A. Expenditures of Tax Increment Revenues

In FY 2011, the tax increment revenue will be spent on debt service payments of \$940,917 in principal and \$823,033 in interest and funding of a contingency.

B. Expenditures of Proceeds of Debt Payable from Tax Increment Revenues

In FY 2011, the Agency anticipates spending \$9,000,000 in proceeds of debt payable from tax increment revenues along with debt proceeds remaining from FY 2010 and other revenues carried forward on the following:

Personal Services	144,723
Materials and Services	528,498
Capital Outlay	9,350,000
Total	\$ 10,023,221

VI. IMPACT ON OVERLAPPING TAXING DISTRICTS

The primary impact on overlapping taxing districts (those taxing districts that levy property taxes in the Urban Renewal Area) is that the permanent rate property taxes on the incremental assessed value are allocated to the Agency and not to the taxing district. Some part of the current incremental assessed value would not have occurred but for the investments made under the Plan and so the revenues from this amount of assessed value could not reasonably be considered as foregone by the taxing districts. However, the table below shows the "perceived" revenues foregone by the taxing districts on all of the incremental assessed value. This is a "worst case scenario" in terms of the revenue impacts. No impacts are shown for the Sherwood School District or the Northwest Regional Educational Service District as these districts receive state funding and do not experience any direct impacts from the tax increment financing of the Plan.

Taxing District	Permanent Rate (per\$1,000 Assessed Value)	Incremental Assessed Value	Perceived Permanent Rate Taxes Forgone
Washington County	\$2.2484	\$ 162,832,828	\$366,113
City of Sherwood	\$3.2975	\$ 162,832,828	\$536,941
Tualatin Valley Fire & Rescue	\$1.5252	\$ 162,832,828	\$248,353
Port of Portland	\$0.0701	\$ 162,832,828	\$11,415
Metro	\$0.0966	\$ 162,832,828	\$15,730
Portland Community College	\$0.2828	\$ 162,832,828	\$46,049

City of Sherwood Economic Development Department

Information for 2011 Council Strategic Planning

Review of Calendar Year 2010:

Department Overview

- Primary duties of Economic Development Department Position are:
 - **Retention and Expansion of existing business**
 - **Recruitment of New Business**
 - **Redevelopment of Old Town**
 - **Management of the URA**
 - Property financing, acquisition, and management
 - Staffing SURPAC
 - Coordinating projects with other Staff and consultants
 - Manage boundary expansion and Maximum Indebtedness

The City of Sherwood Economic Development Department supports the **Economic Goal** identified as important by City leaders.

Goal: *The City of Sherwood will promote responsible Economic Development which benefits the community*

Year in Review: The following Strategies, Activities, and Accomplishments address the City's Economic Goal the last calendar year:

Strategy: Develop the infrastructure and services necessary to support economic development in Sherwood.

- **Activities:**
 - **Develop and implement an infrastructure Financing Plan for the Urban Renewal District priority projects**
 - Cannery Plaza, Streets, and Cultural Arts/Community Center
 - **Result:** Secured \$8.5 million low-interest (no fee) loan through Oregon Infrastructure Finance Authority.
 - Downtown Streets - TBD
 - Langer Development – URA Balance
 - Washington Hill streets upgrade - TBD
 - Area 48/Tonquin Industrial Area Plan – TBD
 - **Develop Cannery Project**
 - Coordinate Cannery Redevelopment
 - Staff liaison with developers for:
 - Plaza – Should begin Spring 2011
 - Streets – After PUD acceptance and LUBA appeal - Underway (including bids, contracts, and daily coordination of project.
 - Cultural Arts/Community Center – Should begin late 2011

City of Sherwood Economic Development Department Information for 2011 Council Strategic Planning

- **Recruitment**
 - Promote Sherwood through Business Oregon, Regional Partners, and OEDA involvement
 - Follow-up on leads (**19** national/international proposals)
 - Participate in Regional Promotion
 - Coordinating an Earned Media Campaign
 - Conducted a Familiarization tour for National Site Selectors
 - Update Oregon Prospector (**10** Sherwood properties listed.)
 - Lead Regional Partners as its Executive Committee Chair and network regionally
 - Worked on local recruitments including the /Joes / BMC Prospects / Fresh-n-Easy, others.
- **Retention**
 - Meet with local businesses to support retention and expansion
Results:
 - 12 @ 12 (partnership with Chamber – **3** sessions)
 - Economic Gardening (Partnership with Marketlink – outreach to **12**, 2nd stage businesses)
 - Individual Business visits - **32**
 - Promote Old Town Business
Results:
 - Directed a RARE participant for 9 months
 - Moved BOOTS in a positive direction
 - URA agreement to fund 2-years part-time coordination services (\$45,000)
 - Assisted in implementation of Marketing Plan
 - Cooperative Media Campaign
 - Buy Sherwood Campaign
 - Coordinate Façade Grants
Results: Two Façade Grants
 - Let's Make Music - \$8,000
 - Bella Via - \$30,000
 - Leveraged over \$200,000

Strategy: Support Tourism as an Economic Engine

- **Activities:**
 - Implement areas of Marketing Plan for Old Town that make it a tourist destination
 - Coordinate with Chamber and Refuge to promote Sherwood
 - Coordinate Tourism promotion with WCVA and State of Oregon Tourism department
 - Promote and follow-up on grant opportunities for regional promotion (Chamber / BOOTS/ Refuge)

**City of Sherwood Economic Development Department
Information for 2011 Council Strategic Planning**

Strategy: Develop a local workforce of residents whose skills are compatible with the needs of local business

- **Activities**
 - Work with Work Source Oregon to determine local employer workforce needs.
 - Partner with Chamber and PCC to offer Small Business Workshop Series
 - **Result:**
 - Spring/201 series (5 workshops and 48 Participants)
 - Fall/2010 series (5 workshops and 52 Participants)

Strategy: Manage the Urban Renewal Agency to (1) increase property assessed values; (2) maximize increase in Tax Increment Collection; and (3) redevelop blighted areas that show opportunity for responsible growth

- **Activities**
 - Retain a URA Specialist
 - Complete Annual Report
 - Review Maximum Indebtedness

Result: Specialist is retained to complete work.
 - Identify priorities for new projects

City of Sherwood Economic Development Department
Information for 2011 Council Strategic Planning

Projected For FY-2011

Department Overview

- Primary duties of Economic Development Department Position are:
 - **Retention and Expansion of existing business**
 - **Recruitment of New Business**
 - **Redevelopment of Old Town**
 - **Management of the URA**

The City of Sherwood Economic Development Department supports the **Economic** Goal identified as important by City leaders.

Goal: *The City of Sherwood will promote responsible Economic Development which benefits the community*

Projects Underway or Planned for FY 2011:

- Cannery Project
 - Streets/Infrastructure: On-going coordination of project – Should be completed by July 1, 2011
 - Plaza Project: Should begin in Spring/2011 and be completed by December/2011
 - Cultural Arts Community Center: Should begin in Fall/2011 and be completed by Summer/2012

- Business Retention & Expansion
 - BOOTS Coordination – Ongoing
 - Small Business Workshops: Will hold workshops in Spring and Fall 2011.
 - Economic Gardening: Kicking off new promotion in February/2011
 - Continue 12 @ 12: Coordinating with Chamber for additional sessions
 - Continue weekly business visits (Goal is two per week)
 - Continue promotion and implementation of Façade Grant program

- Business Recruitment
 - Continue relationships with Regional Partners
 - Continue updating Oregon Prospector
 - Continue coordination with Business Oregon on leads management.

- URA Management
 - Complete work with URA Specialist
 - Prepare expanded version of Annual Report
 - Determine need for MI Expansion
 - Determine need for Boundary Expansion
 - Determine additional priorities
 - Staff SURPAC