

GENERAL MEETING  
Milwaukie Main Street  
July 23, 2009

Attendees: Alex Campbell (City of Milwaukie), Jamie Johnk (Clackamas County), Becky Ives, Siri Bernard, Gabe Storm, Katy Lyons, Patty Wisner, Dion Shepard, Brendan Eisworth, Neil Hankerson, Carmen & Brian Meyer, Ed Aaron, Megan Steele, Frank/Greg Hemer, Wilda Parks, Rosemary Crites

Alex Campbell, City of Milwaukie, shared a preview of the results from the 275 shopper surveys tallied thus far and a brief update on urban renewal feasibility work (we have narrowed the study area and are planning to share findings with City Council in September).

Jamie Johnk, Clackamas County, gave a presentation focused on the roles/responsibilities of the 4 committees in the Main Street approach. To very briefly summarize:

- Design: Support/encourage physical improvements in downtown, both public and private
- Economic Restructuring/Development/Vitality: Support additional business investment and success in downtown, for instance by identifying businesses opportunities and sharing that information with existing and prospective businesses
- Promotion: Marketing and promotion of existing businesses and downtown as a whole, including special events, marketing campaigns, etc.
- Organization: Fundraising, volunteer recruitment/retention/training, committee coordination

If you want to dig a bit more, there are a huge number of resources available at:

<http://www.preservationnation.org/main-street/>

To log-in and access the "members only" info, use:

User Name: mainstreetmilwaukie

Password: 97222

Becky Ives shared some photos she had recently taken of downtown, which spurred a lively discussion of a number of relatively low-cost activities that could clean up some "sore spots," including bringing additional existing volunteer groups to participate in downtown clean-ups and expanding those to include tackling some of the buildings facing McLoughlin; getting the City to establish/enforce a requirement that signs of defunct businesses must be taken down; incorporating a public celebration, such as a street dance, with a clean-up event.

Siri Bernard raised the question of how the effort would be directed, and Alex responded that I don't see a need for a board of directors at this time. The question of public meeting rules also came up. Alex clarified that the Main Street effort was something that the City is currently incubating, but was starting to take on a life of its own. The group is not an animal of the City, although the City is participating and convening. Alex was willing and able to continue convening and providing staff support (as is the County), but expected to look more and more to the group as a whole and/or the Organization committee to provide direction and agenda-setting.

Gabe Storm expressed his opinion that the very existence of a Main Street program is a great promotional tool for downtown, and shared his excitement about the feeling of downtown during the Sunday Farmer's Market -- which spurred several others to comment on very positive feedback they'd heard recently about downtown.

We asked everyone to select a committee to work on -- and folks committed to meeting once independently as a committee prior to the next meeting of the larger group. Committee members were requested to find a time/meeting place that works for them. The goal for the first meeting committee meetings will to be develop a draft 6 month work plan. Jamie has promised us a couple sample work plans from groups that are at a comparable stage of development.

Alex will share the meeting times with ther larger list of interested individuals, so that others can "drop in" and participate as they are able/interested. The organization committee have already targeted Wed. Aug. 5, 2 pm, at Cha Cha Cha! for their meeting.

Based on last nights sign-ups and interests expressed at the previous meeting, the following committees & members were established:

- Design: Becky Ives, Katy Lyons, Patty Wisner, Dion Shepard, Brendan Eisworth
- Economic Dev/Restructuring/Vitality: Katy Lyons, Gabe Storm, Neil Hankerson, Carmen & Brian Meyer, Ed Aaron, Megan Steele
- Organization: Frank/Greg Hemer, Siri Bernard, Ed Aaron, Wilda Parks
- Promotion: Siri, Gabe, Brendan Eisworth, Rosemary Crites, Downtown Milwaukie Business Group