

Hillsboro 2020 Vision Implementation Committee: 2007-2008

Thursday, May 15, 2008

MEETING # 3 SUMMARY

VIC Members Present:

John Coulter
Olga Acuña
Steve Callaway
Sarah Jo Chaplen
Paul Danko
Marilynn Helzerman
Bernie Kuehn
Darell Lumaco
Jaime Miranda
Jeff Nelson
Deanna Palm
Denzil Scheller
Jimi Smith
Brian Vaughn

Staff / Consultants:

Erik Jensen, City of Hillsboro
Rene Heade, City of Hillsboro
Jason Robertson, Barney & Worth, Inc.
Michele Neary, Barney & Worth, Inc.

Special Presenters:

Corinne Bloomfield, Hillsboro Parks & Recreation Department
John Southgate, Hillsboro Economic Development Manager

Guests:

Andrew Bartlett, intern, City of Hillsboro
Stephanie Davidson, intern, City of Hillsboro
Karen Shawcross, former VIC member
Tim Erwert, former VIC member
Sue Coulter

1. Welcome / Updates

Vision Implementation Committee (VIC) Chair, John Coulter, called the meeting to order, reviewed the agenda and introduced guest speaker Corinne Bloomfield, City of Hillsboro Parks & Recreation Department.

Ms. Bloomfield said the City of Hillsboro had been asked to take the lead on *Celebrate Hillsboro*, August 2 & 3. This year's goal is to promote Hillsboro 2020 themes at the event. There will be several "villages" – cultural and educational; environmental sustainability; health and safety – with key organizations and activities divided among the villages. Bloomfield shared a draft flyer for the event, which will be distributed to media and communications venues. The VIC and lead partners were encouraged to have booths at *Celebrate Hillsboro* (at no cost) to educate the community about Hillsboro 2020. This event will help reach out to other parts of the community.

John Coulter encouraged lead partners to organize their displays / tables and have a presence at the event. Rene Heade distributed a sign-in sheet to participate in the Hillsboro 2020 VIC booth.

2. Town Hall Debrief

Paul Danko provided a report from the 2008 Town Hall. An estimated 300 participants attended the event. The entertainment before the event worked very well, as did the child care space. Danko thanked Rene Heade for organizing the event, and Bernie Kuehn for the arrangements he made to include *The Young and the Rest of Us* as entertainment. Danko mentioned that all door prizes had been donated by downtown merchants. Comment cards were distributed to gather public feedback – many comments were received, and while some didn't directly address 2020 strategies or actions, the input is still useful to the VIC as it looks at adding new strategies and actions next year. Many comment cards were written in Spanish. Danko said it was truly a great celebration.

Comments from the VIC:

Daycare: Daycare attendance was down this year. Some people may not have received information about where the daycare facilities were located, while other parents may be unwilling to leave their children with people they don't know. In the future, parents could be approached when they enter the town hall, so that they are aware of the childcare service. Also, an announcement could be made just prior to the beginning of the program.

Emcee: Jason Robertson did a great job as emcee.

Date: The change of date (from a Monday night) seemed to help us this year. Mondays don't work well for this event.

3. Annual Progress Report Review

Jason Robertson, Hillsboro 2020 Lead Consultant, introduced the Draft Annual Progress Report for VIC review. The VIC has one week (by 12:00 p.m. on Thursday, May 22, 2008) to submit comments and changes, including grammatical and typographical errors, via email to Jason (jason@barneyandworth.com). The VIC then reviewed the proposed action plan modifications, and recommended forwarding all proposed amendments to City Council for review and approval.

4. Latino Outreach Advisory Committee Update

Jaime Miranda reported that the LOAC has been meeting monthly. A letter has been drafted to invite the lead partners to work with us to involve the Latino community. John Southgate from the City of Hillsboro gave a presentation to LOAC about improvements to downtown businesses and homes; the group brainstormed about how to reach out to the Latino community and get them involved. Sean Morgan from the Walters Cultural Arts Center also made a presentation recently. The LOAC is encouraging more members to participate.

5. Service Organization Summit

Coulter proposed hosting a community service organization summit that will bring together the Masons, Rotary and other community organizations to participate in a discussion about Hillsboro 2020. Coulter said the program would include a brief background on what Hillsboro 2020 is, then focus on how community service organizations can get involved. He encouraged VIC members to forward additional ideas.

6. Volunteer Program Summary

Deanna Palm, Hillsboro Chamber of Commerce, will distribute a summary report re lead partner volunteer activities and community participation via email.

7. VIC Implementation Highlights / Announcements

Jeff Nelson reported that the Hillsboro Downtown Business Association is in the process of making some changes. The HDBA is a forming partner of the Saturday market. HDBA is now splitting off the Saturday Market to spin them off as their own group, with a single manager for both Saturday Farmers Market and Tuesday Market. There is a potential of coming together with both markets, including the Orenco market.

Marilynn Helzerman reported that the Hillsboro Arts and Culture Council is awarding its first series of grants to local arts groups, to help in technical assistance or promotion. They will be choosing recipients of grant money, with the goal of promoting the arts as a destination for downtown Hillsboro. Parks & Recreation is dedicating a new pavilion in Rood Bridge Park at 1:30 p.m., Saturday, May 17.

Bernie Kuehn reported that six \$1,000 arts grants will be received by Hillsboro organizations. Oregon Chorale will be touring Scotland and Ireland this summer.

Steve Callaway reported that Denzil Scheller received the Chamber's 2008 Distinguished Citizen Award, and Tim Erwert received the Robert R. Herb Leadership Award.

8. Interactive Presentation: Downtown Hillsboro

John Southgate, Hillsboro Economic Development Manager, said the City has embarked on a downtown community plan and presented a map of the study area. Earlier efforts focused on the heart of downtown – this effort is looking at a broader area and is a joint effort between Economic Development and the Planning Department. He said downtown Hillsboro has some notable successes underway now, and there have been significant, but not major, institutional and private investment. Hillsboro 2020 is the fundamental framework for this effort. An important part of this effort is public engagement, and much effort will be made in the coming months to engage the community. He said the downtown planning team would like to hear from the VIC along the way.

Rene Heade added that the first step is defining the Community Vision. She invited the VIC to identify key themes from all the focus areas which should be included in Downtown's Vision and Plan.

VIC suggestions included:

- Third places
- Connections and linkages: with Jackson Bottom, between downtown and neighborhoods
- More mixed use development; relationship with residential and commercial – John Southgate advocates “nuanced densification”, considering neighborhoods and areas in density and development decisions.
- Downtown Hillsboro isn't homogenized, has character, which is worth preserving

- Tuality is interested in starting a Volkswalk trek around downtown to promote health and wellness. Also, historic buildings / signage could be part of a walking tour.
- Signage in general is lacking
- Downtown area has a patchwork quilt of sidewalks; it would be a good citywide goal to provide safe areas for walking
- Nice landscaping, trees, shade – Portland is a good example of a city which integrates trees and public art in the downtown area
- Hillsboro's bike and pedestrian task force (created as part of Vision 2020) is a good resource
- Traffic flow / one-way grid
- Signage: signs for businesses; is there a City code enforced?
- We have some beautiful houses in our downtown historic core area, and some outside of the core – because we don't drive past them on Main Street, we forget they are there. I'd like to see some of the older houses taken care of so they don't end up run down. The City has developed a walking tour of historic houses in Hillsboro.
- There is an interesting dynamic between what citizens want to preserve and what they want to be developed. How do you wrangle with those issues of preservation versus new opportunities? There are plenty of redevelopment opportunities available without tearing down and recreating a suburban mall feel in downtown.
- High density new development just outside of downtown can be disruptive to existing neighbors and neighborhoods.

9. Chair's VIC Award

John Coulter presented the annual Chair's award to Olga Acuña, for her years of contributions to the VIC, Vision Implementation Steering Committee, Latino Outreach Advisory Committee and new Hillsboro City Council.

10. Public Comment

Karen Shawcross, former VIC member from Worksystems, is now executive director of the Housing Development Corporation of Northwest Oregon. HDC bought two properties a year ago that have been in extensive rehab and reconstruction – the grand reopening of Sunset Gardens is July 24, 4:00 p.m. They are now beautiful properties with new families moving in. She said she looked forward to filling a hole in the Action Plan around the issues of homelessness and affordable housing. There are over 300 homeless children in the Hillsboro School District.

John Coulter is leaving the role of the Vision 2020 VIC Chair after eight years of service, and thanked his wife for her support, and the VIC for its commitment and energy. Steve Callaway, Hillsboro School District, will assume the Chair role in 2008.