

CITY of LA GRANDE
Urban Renewal Agency Regular Session
Wednesday, June 1, 2022

[Immediately Following City of La Grande Budget Committee Regular Session](#)

Council Chambers
La Grande City Hall
1000 Adams Avenue

AGENDA

The meeting will be available for viewing via the City's scheduled Charter Communications channel 180 immediately following the City Council meeting which begins at 6:00 p.m. on June 1, 2022, on the La Grande Alive website at <https://eoalive.tv/city-events/> or on the Eastern Oregon Alive.TV Facebook page at <https://www.facebook.com/EOAliveTV>.

1. URBAN RENEWAL AGENCY

- a. Call to Order
- b. Roll Call

- Per ORS 192.670(1), some Agency Members may be participating in this Regular Session by electronic communication.

2. AGENDA APPROVAL

3. CONSENT AGENDA

The Consent Agenda includes routine items of business which may be approved by one Motion of the Agency. Any Agency Member so desiring may by request remove one or more items from the Consent Agenda for individual consideration under the Unfinished or New Business portion of the Agenda.

- a. Consider: Approving Regular Session Minutes; May 4, 2022
- b. Consider: Accepting "Exhibit A" for Fiscal Year 2022 – 2023; Urban Renewal Agency/City Intergovernmental Agreement
- c. Consider: Appointing Citizen to Urban Renewal Advisory Commission; Lauren Babcock

4. PUBLIC COMMENTS

Those individuals who wish to address the Agency in connection with any item which is printed on tonight's Agenda may do so during the time that item is under discussion by the Agency. Individuals wishing to speak to the Agency about non-Agenda items may do so during this Public Comments portion of the Agenda. Please print your name and address on the Public Comments Sign-in Sheet, located on the podium. When addressing the Agency, speak loudly and clearly into the Podium microphone, and state your name. Persons interested in providing virtual public comments shall contact City Staff at rstrope@cityoflagrande.org or by calling the City Recorder at (541) 962-1309 not later than 5:00 pm the day prior to meeting to make arrangements. In the event the Mayor does not announce a time limit for comments, each speaker is asked to confine their comments to three minutes in length, whether the comments are in-person or virtual.

5. PUBLIC HEARINGS

- a. Consider: Resolution: Adopting Budget, Making Appropriations; Fiscal Year 2022-2023 [Strope/Rajkovich]

6. UNFINISHED BUSINESS

7. NEW BUSINESS

- a. Consider: Approving and Authorizing District Manager to Sign; MOA with La Grande Main Street Downtown [Strope]

8. DISTRICT MANAGER COMMENTS

9. AGENCY MEMBER COMMENTS

10. ADJOURN TO CITY COUNCIL REGULAR SESSION

Stacey M. Stockhoff
Acting City Recorder

*The Urban Renewal Agency reserves the right to convene an Executive Session for any purpose authorized under ORS 192.660
Persons requiring special accommodations who wish to attend the Agency Session are encouraged to make arrangements prior to the meeting
by calling 541-962-1309. The City of La Grande does not discriminate against individuals with disabilities*

CITY of LA GRANDE

URBAN RENEWAL AGENCY ACTION FORM

Agency Meeting Date **June 1, 2022**

PRESENTER: Robert A. Strope, District Manager

AGENCY ACTION: CONSIDER CONSENT AGENDA

- 1. MAYOR: Request Staff Report
- 2. MAYOR: Entertain Motion

Suggested Motion: I move we accept the Consent Agenda as presented.

OR

Suggested Motion: I move we accept the Consent Agenda as amended.

- 3. MAYOR: Invite Agency Discussion
- 4. MAYOR: Ask for the Vote

EXPLANATION: A Consent Agenda includes routine items of business with limited public interest, which may be approved by one Motion of the Agency. Any Agency Member may, by request, remove any item of business from the Consent Agenda.

- a. **Consider:** Approving Regular Session Minutes; *May 4, 2022*
- b. **Consider:** Accepting "Exhibit A" for Fiscal Year 2022-2023; Urban Renewal Agency/City Intergovernmental Agreement
- c. **Consider:** Appointing Citizen to Urban Renewal Advisory Commission; Lauren Babcock

Reviewed By: (Initial)

District Manager _____
 City Recorder _____
 Aquatics Division _____
 Building Department _____
 ED Department _____
 Finance _____
 Fire Department _____

Human Resources Dept _____
 Library _____
 Parks Department _____
 Planning Department _____
 Police Department _____
 Public Works Department _____

AGENCY ACTION (Office Use Only)

- Motion Passed
- Motion Failed; _____
- Action Tabled: _____
Vote: _____
- Resolution Passed
Effective Date: _____
- Ordinance Adopted
First Reading: _____
Second Reading: _____
Effective Date: _____

CITY OF LA GRANDE

Urban Renewal Agency Regular Session

May 4, 2022

Immediately following City Council Regular Session

Council Chambers
La Grande City Hall
1000 Adams Avenue

MINUTES

AGENCY MEMBERS PRESENT:

Steve Clements, *Mayor (Attended via electronic device)*
Gary Lillard, *Mayor Pro Tem*
John Bozarth, *Agency Member*
David Glabe, *Agency Member (Attended via electronic device)*
Nicole Howard, *Agency Member (Attended via electronic device)*
Mary Ann Miesner, *Agency Member*
Justin Rock, *Agency Member*

AGENCY MEMBERS ABSENT EXCUSED:

STAFF PRESENT

Robert Strobe, *City Manager*
Stacey Stockhoff, *Acting City Recorder*
Gary Bell, *Police Chief*
Timothy Bishop, *Economic Development Director*
Carrie Bushman, *Interim Library Director*
Kyle Carpenter, *Public Works Director*
Heather Rajkovich, *Finance Director*

Per ORS 192.670(1), some Agency Members participated in this Regular Session by electronic communication.

ROLL CALL

Mayor Pro Tem LILLARD called this Regular Session of the Urban Renewal Agency to order at 7:04 p.m.; Roll Call was taken; and a quorum was determined to be present.

CONSENT AGENDA

- a. **Consider:** Approving Regular Session Minutes; April 6, 2022

The following Motion was introduced by ROCK; BOZARTH providing the Second:

MOTION: I move that we accept the Consent Agenda as presented.

VOTE

MSC. (unanimous)

PUBLIC COMMENTS

None

PUBLIC HEARINGS

None

UNFINISHED BUSINESS

None

NEW BUSINESS

- a. Consider: Resolution: Confirming Authority to Accept Offers and Sell Property; La Grande and Technology Park**

STAFF REPORT

Mayor Pro Tem LILLARD requested the Staff Report.

Robert STROPE, *District Manager*

STROPE stated the Urban Renewal Agency (URA) owns property at the La Grande Business and Technology Park, including the property at 3003 Blue Mountain Drive. The Agency had established listing prices for each Agency owned property. To facilitate the sale of Agency properties, the proposed Resolution would allow the District Manager to accept offers which were at or above the listing price, provided there were no competing offers. In the case of offers below the listing price, or if more than one offer was received, the Agency would be asked to make decisions regarding the sale. Currently the District Manager had accepted a full-price offer on the above property with a closing date of May 9, 2022. The Agency was informed of this offer and the acceptance. The City Attorney was consulted regarding the Resolution and confirmed this would be an acceptable action by the Agency.

MIESNER asked how many parcels did the URA still own that were for sale, to which STROPE stated that he could not remember but would look it up and email the Councilors.

BOZARTH requested the Motion included that the District Manager would accept full price offers, to which STROPE expressed that the Resolution captured this language and read the section within the proposed Resolution for confirmation.

PUBLIC COMMENTS

None

AGENCY DISCUSSION

None

MOTION

The following Motion was introduced by MIESNER; ROCK providing the Second:

MOTION: I move that the proposed Resolution authorizing the District Manager to accept offers and sell Agency property located at the La Grande Business and Technology Park be Read by Title Only, Put to a Vote, and Passed.

Upon Mayor Pro Tem LILLARD's request, STOCKHOFF read the Proposed Resolution by Title Only.

A RESOLUTION OF THE CITY OF LA GRANDE URBAN RENEWAL AGENCY, UNION COUNTY, OREGON CONFIRMING THE AUTHORITY TO ACCEPT OFFERS AND SELL AGENCY PROPERTY AND DECLARING AN EFFECTIVE DATE [4820]

AGENCY DISCUSSION

None

VOTE

MSC. (unanimous)

DISTRICT MANAGER COMMENTS

STROPE stated that the Staff was currently working through the first submitted Call for Projects application which happened to be for a property that was located in the Central Business Zone (CBZ) and the requested funds would be for upper floor housing. Since the policy was recently updated, he came to realize that the revised policy did not cover upper floor housing within the CBZ and suggested revising the policy again to add points for this criterion and bring those suggestions before the Agency at the July 6, 2022, Regular Session Urban Renewal Agency meeting to discuss.

AGENCY MEMBER COMMENTS

In response to MIESNER's question, STROPE explained that this would be for an existing commercial property that would like to renovate the upper floor for housing and keep the bottom floor for commercial use.

ADJOURN

There being no further business to come before this Regular Session of the Agency, Mayor Pro Tem LILLARD adjourned the meeting at 7:17 p.m.

ATTEST:

APPROVED:

Stacey M. Stockhoff
Acting City Recorder

Gary Lillard
Mayor Pro Tem

APPROVED: _____

CITY of LA GRANDE

URBAN RENEWAL AGENCY ACTION FORM

Agency Meeting Date: June 1, 2022

PRESENTER: Robert A. Strope, District Manager

AGENCY ACTION: **CONSIDER ACCEPTING FY 2022-2023, "EXHIBIT A" of INTERGOVERNMENTAL AGREEMENT**

- 1. MAYOR: Request Staff Report
- 2. MAYOR: Invite Public Comment
- 3. MAYOR: Invite Agency Discussion
- 4. MAYOR: Entertain Motion

Suggested Motion: I move that "Exhibit A," of the Intergovernmental Agreement for Services between the City of La Grande and the La Grande Urban Renewal Agency be accepted as presented, effective for the period July 1, 2022 to June 30, 2023.

- 5. MAYOR: Invite Additional Agency Discussion
- 6. MAYOR: Ask for the Vote

EXPLANATION: The Intergovernmental Agreement for Services between the City of La Grande and the La Grande Urban Renewal Agency creates the required indebtedness between the parties which is a legal necessity reflecting the partnership between the City and the Urban Renewal Agency (URA/Agency), for funding and implementing the provisions of the Urban Renewal Plan (Plan). As the Agency knows, the Plan provides for the undertaking of various Urban Renewal projects, including certain administrative functions, and sets forth the terms under which the City will provide Plan implementation services to the Agency and the reimbursement for those services from the Agency to the City.

The Agreement remains in effect until an alternate funding and/or budgeting structure is proposed and adopted for the District or in the event the District is terminated. However, Section 7. of the Agreement, *Compensation*, requires that "Exhibit A," be amended in concert with the budget process prior to June 30, of each year the District exists. A copy of "Exhibit A," revised for Fiscal Year 2022-2023, is attached.

District Manager Robert Strope, Economic Development Director Timothy Bishop, and Finance Director Heather Rajkovich recommend acceptance of this "Exhibit A," as presented.

Reviewed By: (Initial)

District Manager _____

City Recorder _____

Aquatics Division _____

Building Department _____

ED Department _____

Finance _____

Fire Department _____

Human Resources Dept _____

Library _____

Parks Department _____

Planning Department _____

Police Department _____

Public Works Department _____

AGENCY ACTION (Office Use Only)

Motion Passed

Motion Failed; _____

Action Tabled: _____

Vote: _____

Resolution Passed

Effective Date: _____

Ordinance Adopted

First Reading: _____

Second Reading: _____

Effective Date: _____

Second Reading: _____

Effective Date: _____

IGA for Services between the City of La Grande Urban Renewal
Agency and the City of La Grande
Exhibit A
Fiscal Year 2022-2023

TOTAL LABOR COST	\$ 103,086
CONSULTANTS	\$49,000
LEGAL	\$5,000
AUDITING SERVICES	\$4,965
OTHER PROFESSIONAL SERVICES	\$30,000
POSTAGE	\$500
TELEPHONE	\$4,000
ADVERTISING-URA	\$24,000
EQUIPMENT MAINT & REPAIR	\$2,000
COMPUTER SYSTEM MAINT & REPAIR	\$3,030
INSURANCE	\$222
EQUIPMENT RENTAL	\$670
SUBSCRIPTIONS AND MEMBERSHIPS	\$3,760
TRAINING, TRAVEL & MTG EXPENSE	\$13,000
RECRUITMENT COSTS	\$-0-
PROFESSIONAL SERVICES & FEES	\$3,600
COMPUTER SYS MAINT AGREEMENTS	\$100
BOOKS/REFERENCE MATERIALS	\$300
OFFICE SUPPLIES	\$1,200
DEPARTMENTAL SUPPLIES	\$300
PROFESSIONAL PRINTING	\$1,000
OFFICE EQUIP & FURNISHINGS	\$1,000
COMPUTER SYSTEM(S/H)	\$3,000
TOTAL CONTRACTUAL & SUPPLIES	\$150,647
TOTAL CAPITAL OUTLAY	\$15,000
TOTAL ADMINISTRATIVE FEES	<u>\$100,479</u>
GRAND TOTAL	<u>\$ 369,212</u>

CITY of LA GRANDE

URBAN RENEWAL AGENCY ACTION FORM

Agency Meeting Date: June 1, 2022

PRESENTER: Steve Clements, Mayor

AGENCY ACTION: CONSIDER APPOINTING CITIZEN TO THE URBAN RENEWAL ADVISORY COMMISSION

1. MAYOR: Explain Vacancy
2. MAYOR: Entertain Motion

Suggested Motion: I move that Lauren Babcock be appointed to the **Urban Renewal Advisory Commission**, for the remainder of a three-year term which will expire on December 31, 2024.

3. MAYOR: Invite Agency Discussion
4. MAYOR: Ask for the Vote

EXPLANATION: The five-member **Urban Renewal Advisory Commission (URAC)** is composed of members who are actively interested in curing and preventing conditions of blight and improving the physical economic and social conditions with the Urban Renewal District (URD) and meets on an as needed basis and recommends policy changes to the Agency.

Ms. Babcock has not previously served on any Commissions or Committees.

Currently seated members of the Urban Renewal Advisory Commission who meet the requirements of the Resolution and the expiration of their terms is as follows: Alana Carollo, 2023; Roxie Ogilvie, 2022; and Matt Scarfo (Taxing Jurisdiction Representative), 2022. All terms expire on December 31, of the year indicated.

The appointment of **Ms. Babcock** would leave one (1) vacancy, for which staff will continue to advertise.

Reviewed By: (Initial)

District Manager	_____	Human Resources Dept	_____
City Recorder	_____	Library	_____
Aquatics Division	_____	Parks Department	_____
Building Department	_____	Planning Department	_____
ED Department	_____	Police Department	_____
Finance	_____	Public Works Department	_____
Fire Department	_____		

AGENCY ACTION (Office Use Only)

- Motion Passed
- Motion Failed; _____
- Action Tabled: _____
Vote: _____
- Resolution Passed
Effective Date: _____
- Ordinance Adopted
First Reading: _____
Second Reading: _____
Effective Date: _____
Second Reading: _____
Effective Date: _____

CITY of LA GRANDE
Application for Boards, Advisory Commissions and Committees

Name: Lauren Babcock
Street Address: 1820 Z Avenue Mailing Address: _____
La Grande, OR 97850 _____
Preferred Phone Number: 541-910-3860 Alternate Number: 541-786-1573
Email Address: lbabcock@neonoregon.org

City of La Grande Resident? Yes No City Employee? Yes No
Have you previously served on any of the City's Boards/Advisory Commissions/Committees? Yes No

If yes, which one(s) and when? _____
Applications will be retained for 90 days, after which you will need to complete a new application for consideration to fill a vacancy.

Applying for: Please indicate your preferences by putting a number in the box next to those on which you would like to serve--1 for your first choice, 2 for your second, etc.,—you may serve on two (2) plus the Budget Committee.

On how many Commissions, other than the Budget Committee, do you wish to serve? One Two

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Air Quality | <input type="checkbox"/> Building Board of Appeals | <input type="checkbox"/> Parking, Traffic Safety, and Street Maintenance | <input type="checkbox"/> Parks and Recreation |
| <input type="checkbox"/> Arts | <input type="checkbox"/> Community Landscape and Forestry | | |
| <input type="checkbox"/> Budget Committee | | | |

The following Advisory Commissions have specific requirements and expectations. Please initial on the line in front of the Advisory Commission for which you are applying to indicate that you meet and agree to these requirements and expectations.

_____ **Landmarks** *Members appointed to the Landmarks Advisory Commission shall have a demonstrated interest, competence, or knowledge of historic preservation. At least three (3) members should be professionals from the disciplines of history, archaeology, planning, law, architecture or architectural history. An individual appointed to the Landmarks Advisory Commission shall be resident of the City or a property owner within the Historic District of the City of La Grande, Oregon; except that two (2) such members may be residents of Union County.*

_____ **Library** *Chapter 357 of Oregon Revised Statutes requires that a public library be governed by a Library Advisory Commission. Commission members shall be individuals who are actively interested in Library services and programs, and in all instances, serve as advocates for the Cook Memorial Library, its services and programs. The five (5) Commissioners shall serve four-year (4-year) terms.*

_____ **Planning** *Members of the Planning Commission are required to complete an annual Statement of Economic Interest, to be submitted to the Oregon Government Ethics Commission. ORS 227.020 provides the authority for the creation of a Planning Commission. The Commission renders final decisions in connection with certain land use procedures, unless appealed to the City Council. All five (5) members of the Commission shall reside within the Urban Growth Boundary, but only one (1) may reside outside the City limits. A member of the Planning Commission may serve no more than two (2) consecutive terms, but may again be considered for appointment after one (1) year of nonparticipation on the Commission.*

_____ **Union County Tourism Advisory Committee** *City appointed members to this Advisory Committee shall be either the owner or manager of a large lodging property in La Grande, or the owner or manager of a La Grande retail business or restaurant.*

LB

Urban Renewal Advisory Committee (URAC) An individual appointed to the Urban Renewal Advisory Commission shall be actively interested in curing and preventing conditions of blight and improving the physical, economic and social conditions within the Urban Renewal District. Members shall be residents of La Grande; or the owner of real property or a business located in the Urban Renewal District; or an elected official or highest appointed official of a taxing jurisdiction impacted by Urban Renewal. Additionally, two Commissioners must own or manage a business (though it does not need to be located in the Urban Renewal District)

For URAC ONLY: Do you: Own a property(ies) or business(es) in the La Grande Urban Renewal District?

Yes No

If yes: Name of business: _____ Address: _____

Do you: Own or manage a business(es)?

Yes No

If yes: Name of business: _____ Address: _____

Are you an elected official or highest appointed official of a taxing jurisdiction impacted by Urban Renewal?

Yes No

If yes: Name of Jurisdiction: _____ Position: _____

Please indicate why you are volunteering and what makes you a good candidate to serve. Please include any special training, experience, education, and/or qualifications you may have that are unique or specific to the Advisory Commission/Committee for which you are applying. (Please attach no more than one additional typewritten page).

Attached

PLEASE RETURN YOUR COMPLETED APPLICATION TO: Kayla Brainerd, Assistant to the City Manager, or Stacey Stockhoff, Acting City Recorder; 1000 Adams Avenue/P. O. Box 670; FAX (541) 963-3333

Pursuant to City of La Grande Ordinance, applicants for Boards and Advisory Commissions/Committees may be subject to a background review. Please complete the following [Release for Background Check](#). This information is for office use only and not subject to public disclosure.

Name: Lauren Babcock
Mailing/Street: 1820 Z Ave
(Address) La Grande, OR 97850

Date of Birth: Provided
Social Security #: Provided

Signature Lauren Babcock Digitally signed by Lauren Babcock
Date: 2022.05.20 13:10:27 -07'00'

Date: 5/20/22

For Office Use Only
Criminal Background search completed by: Cari Marko on 5/13/22
 Eligible for Hire (negative) Further investigation recommended (positive)

Please indicate why you are volunteering and what makes you a good candidate to serve:

I grew up in La Grande, and like many young people who grew up here, I was eager to get out as soon as I turned 18. I left for eight years, including a stint in AmeriCorps, a year-long road trip across the country, and five years going to school in Eugene where I studied Planning, Public Policy, and Management - a hybrid degree of city planning, public policy, and nonprofit management - at the University of Oregon.

As I studied these things and became increasingly aware of the urban/rural divide, I became less concerned with solving the problems of the world and more sure that I should move home and help solve the problems in the community that raised me, and I believe strongly that the institutions that govern us are the most powerful avenue through which to do so.

Special training, experience, education, and/or qualifications you may have that are unique or specific to the Urban Renewal Advisory Committee:

In addition to studying Planning, Public Policy, and Management (PPPM), I was a Provost's Innovation Fellow at the University of Oregon, a highly competitive and diverse inaugural fellowship overseen by the Center for Entrepreneurship and Lundquist College of Business on campus. I listened to experts from across the nation discuss business and entrepreneurship and acted as a representative of the PPPM department, fostering a unique understanding of the intersection between business and public administration and working with my cohort as we sought to implement projects on campus that cultivated the entrepreneurial ecosystem.

Not quite as related, but still relevant experience, includes time as a strategic planning consultant for a Eugene-based nonprofit, the creator of the Survivor Speakout – an event for survivors of sex trafficking to tell their stories (we hosted our 5th annual Speakout in January!), the manager of personal/professional development seminars in which I taught teens about such things as communication, accountability, and leadership, as well as four various internships in fundraising, grant writing, event planning, and nonprofit communications. Currently, I am the Opioid Response Program Coordinator at the Northeast Oregon Network, where I am the project director of a million-dollar federal opioid response grant and help with consulting and training project across the region.

CITY of LA GRANDE

URBAN RENEWAL AGENCY ACTION FORM

Agency Meeting Date: June 1, 2022

PRESENTER:

Robert A. Strope, District Manager and Budget Officer
Heather Rajkovich, Finance Director

AGENCY ACTION:

CONSIDER ADOPTING FISCAL YEAR 2022 – 2023 URBAN RENEWAL DISTRICT BUDGET

1. MAYOR: Announce that the Public Hearing is now Open on the Fiscal Year 2022 – 2023, Urban Renewal District Budget, as approved by the Urban Renewal District Budget Committee on May 16, 2022.
2. MAYOR: Request Staff Report
3. MAYOR: Invite Public Testimony in connection with the Fiscal Year 2022 – 2023, Urban Renewal District Budget
4. MAYOR: **Subsequent to Testimony**, if any, **Close the Public Hearing** on the Fiscal Year 2022 – 2023, Urban Renewal District Budget and invite Agency discussion
5. MAYOR: Entertain Motion

Suggested Motion: I move that the Proposed Resolution adopting the Fiscal Year 2022 – 2023, Urban Renewal District Budget be Read by Title Only, Put to a Vote, and Passed.
6. MAYOR: Ask City Recorder to Read the Proposed Resolution by Title Only
7. MAYOR: Invite Additional Agency Discussion
8. MAYOR: Ask for the Vote

EXPLANATION: During a Public Hearing on May 16, 2022, the Urban Renewal District (URD) Budget Committee met as advertised to consider and accept public testimony in connection with the proposed Fiscal Year 2022 – 2023, Budget. At the close of that Public Hearing, the Committee voted to certify to the County a request that \$52,422,181 in the increment value be used for the purpose of dividing taxes, approve the proposed Budget as amended and forward the Budget to the Urban Renewal Agency for adoption during a Regular Session on June 1, 2022. The only amendment to the proposed Budget was the correction of the current Fiscal Year General Fund Budget amount for the Façade Program. The document indicated a \$50,000 budgeted amount which was corrected to \$75,000. This correction did not have any impact on the Fiscal Year 2022-2023 Budget.

District Manager/Budget Officer Robert Strope and Finance Director Heather Rajkovich recommend passage of the proposed Resolution adopting the Fiscal Year 2022 – 2023 URD budget.

Reviewed By: (Initial)

District Manager _____

City Recorder _____

Aquatics Division _____

Building Department _____

ED Department _____

Finance _____

Fire Department _____

Human Resources Dept _____

Library _____

Parks Department _____

Planning Department _____

Police Department _____

Public Works Department _____

AGENCY ACTION (Office Use Only)

Motion Passed

Motion Failed; _____

Action Tabled: _____
Vote: _____

Resolution Passed
Effective Date: _____

Ordinance Adopted
First Reading: _____
Second Reading: _____
Effective Date: _____

**CITY of LA GRANDE
URBAN RENEWAL AGENCY
RESOLUTION NUMBER _____
SERIES 2022**

**A RESOLUTION OF THE CITY OF LA GRANDE URBAN RENEWAL AGENCY OF THE CITY OF
LA GRANDE, UNION COUNTY, OREGON, ADOPTING THE FISCAL YEAR 2022 – 2023, BUDGET;
MAKING APPROPRIATIONS; AND LEVYING TAXES**

WHEREAS, the Urban Renewal District Budget Committee of the City of La Grande, Union County, Oregon, met on May 16, 2022, and approved the amended Budget for Fiscal Year 2022 – 2023; and,

WHEREAS, the Urban Renewal Agency of the City of La Grande, Union County, Oregon, conducted a public hearing during a meeting in Regular Session on June 1, 2022, to consider adoption of the Fiscal Year 2022 – 2023, Budget;

NOW, THEREFORE, BE IT RESOLVED, by the Urban Renewal Agency of the City of La Grande, Union County, Oregon, that:

Section 1. The Urban Renewal Agency of the City of La Grande, Union County, Oregon, hereby adopts the Fiscal Year 2022 – 2023, Budget in the amount of \$4,423,943 including reserves and unappropriated balances and makes appropriations within all funds in the total amount of \$4,077,237 beginning July 1, 2022, said Budget Document being on file in the Office of the Finance Director.

Section 2. The Urban Renewal Agency of the City of La Grande, Union County, Oregon, hereby declares to certify to the Union County Clerk and Union County Assessor for the La Grande Urban Renewal Plan Area a request that \$52,422,181 in the increment value be used for the purpose of dividing the taxes under Section 1c, Article IX of the Oregon Constitution and ORS Chapter 457.

BE IT FURTHER RESOLVED by the Urban Renewal Agency of the City of La Grande, Union County, Oregon, that the amounts for the Fiscal Year beginning July 1, 2022, and for the purposes shown below shall be and hereby are appropriated as follows:

URBAN RENEWAL AGENCY GENERAL FUND

Materials and Services	\$	369,212
Capital Outlay	\$	1,468,742
Transfers	\$	-0-
Operating Contingency	\$	<u>150,000</u>
Total Urban Renewal Agency General Fund	\$	1,987,954

URBAN RENEWAL AGENCY DEBT FUND

Principal and Interest	\$	251,329
Transfers	\$	1,837,954
Capital Outlay	\$	-0-
Operating Contingency	\$	<u>-0-</u>
Total Urban Renewal Agency Debt Fund	\$	2,089,283

TOTAL URBAN RENEWAL AGENCY APPROPRIATIONS ADOPTED	\$	4,077,237
Total Unappropriated and Reserve Amounts, All Funds	\$	346,706
TOTAL BUDGET ADOPTED	\$	4,423,943

CITY of LA GRANDE
Urban Renewal Agency
Resolution Number _____
Series 2022
Page 2 of 2

PASSED, ADOPTED, and APPROPRIATED, at this Regular Session of the Urban Renewal Agency of the City of La Grande, Union County, Oregon, on this First (1st) Day of June, 2022, by _____ (____) of _____ (____) Agency Members present and voting in the affirmative.

Stephen E. Clements, Mayor

Gary Lillard, Mayor Pro Tem

John Bozarth, Agency Member

David Glabe, Agency Member

Nicole Howard, Agency Member

Mary Ann Miesner, Agency Member

Justin Rock, Agency Member

ATTEST:

Stacey M. Stockhoff
Acting City Recorder

CITY OF LA GRANDE

URBAN RENEWAL AGENCY ACTION FORM

Agency Meeting Date: **June 1, 2022**

PRESENTER:

Robert A. Strobe, District Manager

AGENCY ACTION:

CONSIDER APPROVING MEMORANDUM OF AGREEMENT; LA GRANDE MAIN STREET DOWNTOWN

- 1. MAYOR: Request Staff Report
- 2. MAYOR: Invite Public Comments
- 3. MAYOR: Invite Agency Discussion
- 4. MAYOR: Entertain Motion

Suggested Motion: I move that the District Manager be authorized to finalize a new 3-year Memorandum of Agreement between the La Grande Urban Renewal Agency and La Grande Main Street Downtown with the revisions as presented OR (as amended) and authorize the District Manager to sign the agreement.

- 5. MAYOR: Invite Additional Agency Discussion
- 6. MAYOR: Ask for the Vote

EXPLANATION: The current three-year agreement between the Agency and La Grande Main Street Downtown (LGMSD) expires at the end of June, 2022. The La Grande Main Street Downtown Board has voted to approve the attached draft agreement. Assuming the Agency also approves the revisions, we will finalize the document prior to the expiration of the current agreement. The revised draft agreement includes the following minor changes and will expire on June 30, 2025:

- Changes the terminology from “Performing” Main Street level status to the “top Oregon Main Street level designation.”
- Changes the name of the Business Development Committee to Economic Vitality Committee.
- Changes the due date of the annual report to the Agency from February 15th to April 15th.
- Adds a requirement to provide the Agency with copies of the required reports submitted to Oregon Main Street.

The annual report submitted by La Grande Main Street Downtown is also attached for the Agency’s information.

The District Manager recommends the Agency approve the agreement with the revisions as presented.

Reviewed By: (Initial)

District Manager _____
 City Recorder _____
 Aquatics Division _____
 Building Department _____
 ED Department _____
 Finance _____
 Fire Department _____

Human Resources Dept _____
 Library _____
 Parks Department _____
 Planning Department _____
 Police Department _____
 Public Works Department _____

COUNCIL ACTION (Office Use Only)

- Motion Passed
- Motion Failed; _____
- Action Tabled: _____
Vote: _____
- Resolution Passed
Effective Date: _____
- Ordinance Adopted
First Reading: _____
Second Reading: _____
Effective Date: _____

LA GRANDE URBAN RENEWAL AGENCY
And
FRIENDS of LA GRANDE MAIN STREET
JOINT MEMORANDUM of AGREEMENT

This Memorandum of Agreement (hereinafter referred to as MOA), entered into this _____ day of _____, ~~2022~~2019, by and between the Urban Renewal Agency of the City of La Grande, an Oregon municipal corporation (hereinafter referred to as URA), and the Friends of La Grande Main Street, a 501(c)(3) non-profit corporation (hereinafter referred to as LGMSD), for the purpose of defining the relationship and responsibilities of the parties as they pertain to the implementation of the Oregon Main Street Program in downtown La Grande, Oregon.

W I T N E S S E T H

WHEREAS: URA and LGMSD desire to maintain and enhance a healthy, vibrant downtown commercial district that functions as the economic, social and cultural center of the community; and,

WHEREAS: URA and LGMSD desire to work cooperatively on efforts to improve and revitalize downtown La Grande in accordance with the principles and accords set forth by Oregon Main Street and the National Trust for Historic Preservation programs; and,

WHEREAS: LGMSD is recognized as an Oregon non-profit organization, established as a 501 (c)(3) entity, as recognized by the Oregon Department of Revenue and the Internal Revenue Service, and as such has formed its own membership-elected Board of Directors and has developed its own Bylaws; and,

WHEREAS: URA has the means to provide financial and professional resources to LGMSD to assist URA in achieving goals and projects as established in the La Grande Urban Renewal Plan of 1999.

NOW, THEREFORE, based on the mutual covenants set forth in this MOA, the parties agree to the following terms and conditions:

Section 1. Term, Duration, and Termination

This MOA shall be in effect from the date of signing until June 30, ~~2022~~2025, unless written notification by either party is presented to the other party on or before May 31, of intent to terminate this MOA effective on June 30 of the year of said termination notice. Failure to adhere to the duties and responsibilities outlined in Section 2. A. may result in the termination of this MOA and/or the loss of funding from URA following thirty (30) days written notice. At the end of thirty (30) days, MOA may be terminated immediately if LGMSD fails to remedy the situation. In the event that either party terminates this MOA, effective as of the date of termination, financial obligations shall no longer incur, provided that all undisputed obligations incurred to the time of the notice have been remedied pursuant to the terms of this MOA. Renewal of this MOA beyond June 30, ~~2022~~2025, shall be conditioned upon LGMSD demonstrating the ability to maintain a minimum of

\$25,000 of funding per year and ~~having maintained~~ the [top Oregon Performing](#)-Main Street level [designation](#) for the duration of this MOA ~~(previously called the "Performing" Main Street level)~~.

Section 2. Duties and Responsibilities-

A. LGMSD shall:

1. Serve as the fiscal agent for funds received from sources including membership, URA and other sources used for LGMSD programs and projects.
2. Maintain all appropriate records, electronic and otherwise, on behalf of the ~~La Grande~~-LGMSD revitalization effort.
3. Make recommendations to URA regarding specific LGMSD programs and projects as part of the annual budgeting process and ongoing planning efforts.
4. Maintain responsibility for all current and future LGMSD committees, member appointments and the implementation of their respective work plans. At a minimum, LGMSD, [through its Board of Directors](#), shall provide committees that address the Main Street Four-Point Approach: Organization, Design, ~~Business Development~~[Economic Vitality](#) and Promotion.
5. Provide an annual written report to URA regarding the state of programs and projects prior to ~~April~~ [February](#)-15 of each year that this MOA is in full force and effect. Report shall contain the following:
 - a. Summarized activities of the prior calendar year.
 - b. Detailed accounting of URA funds.
 - c. Detailed account of Urban Renewal Plan-related activities.
 - d. An accounting of all funds received and spent in the previous year.
 - e. A budget for the current calendar year.
 - f. A detailed, committee-level and/or project-specific work plan for the current calendar year that includes goals, outcomes and measurable performance.
 - g. Any specific funding or program requests of the URA for the coming year.
6. Hire or contract professional LGMSD program staff at a minimum of thirty (30) hours per week annually.
7. Provide a suitable office and appropriate, modern, office equipment and supplies for LGMSD staff.
8. Continue to produce and provide necessary reports and complete other necessary tasks to remain eligible and active in the Oregon Main Street program at the [top Oregon](#) level [designation and provide copies of any such required reports to the URA.](#) ~~of "Performing."~~
9. Have no authority, and shall not attempt to supervise, evaluate, direct or otherwise manage City of La Grande or URA staff or staff directly contracted by the City of La Grande or URA.

10. Carry out portions of specific elements of the La Grande Urban Renewal Plan, including but not limited to:
 - a. Efforts to address the primary Mission of the Plan: To revitalize La Grande's Central Business Zone (CBZ) by investing in public improvements and public/private development partnerships in the CBZ, such as:
 - 1) Developing unused and underused properties
 - 2) Improving sidewalks and streetscape
 - 3) Restoring historic resources
 - 4) Rehabilitating upper stories for residential use
 - 5) Providing ample and well-located parking facilities
 - b. Promote retail development:
 - 1) Provide public improvements to sites for retail development
 - 2) Identify opportunities for retail development
 - 3) Work with the Union County Chamber of Commerce and other agencies to promote retail trade
 - c. Improve transportation systems:
 - 1) Improve the functioning of Adams Avenue as a local arterial
 - 2) Promote bike use by providing bicycle routes, lanes and parking
 - 3) Improve and expand pedestrian facilities
 - d. Assist in carrying out Plan-specific Projects:
 - 1) Assist with Streetscape elements, specifically participate in the review of requests for placement of private street furniture in the downtown-
 - 2) Assist in the attraction and development of a high-quality hotel in the CBZ
 - 3) Prepare and implement Downtown Parking Management Plan - Develop and/or improve public parking facilities in the CBZ
 - 4) Provide financial assistance to property and/or business owners in the rehabilitation of buildings (Historic or Non-Historic) and/or redevelopment of sites within the area

11. In reference to item 10.b. above, LGMSD shall collaborate with URA on a retail business development strategy and shall provide staffing support and committee support, as applicable, to assist URA in achieving goals set forth with regard to this activity. URA staff may provide direction to LGMSD staff to carry out this activity.

12. LGMSD shall manage the URA's "Building Façade Improvement Grant" program [(10.d.43)], to include the following activities:
 - a. Actively market the program to prospective users, namely the owners of historic buildings in downtown La Grande.
 - b. Professional LGMSD program staff shall serve as the primary intake for façade grant applications. Maintain a supply of application materials approved by the URA.
 - c. Assist applicants with their projects, to include completing the grant application.
 - d. Develop a process to provide application acceptance, screening, review, and funding recommendations to URA.
 - e. Accept, screen, review, and make specific funding recommendation for individual applications within ten (10) days of receipt of the application for those not requiring Landmarks Commission approval and within ten (10) business

days of receipt of the Commission determination or the receipt of a revised application, whichever is later and notify the applicant of their recommendation.

13. LGMSD shall serve as the primary and initial point-of-contact to assist the URA and the City of La Grande in resolving downtown disputes and issues to include, but not limited to:
 - a. Downtown parking
 - b. Downtown street furnishings
 - c. Downtown cleanliness and attractiveness
 - d. Downtown festivals, parades, promotions and events
 - e. Downtown pole banners and holiday decorations
14. Any downtown parking or traffic related issues and/or any proposed changes must come to the City of La Grande only after LGMSD has appropriately determined there to be a consensus among downtown stakeholders supporting a proposal and the LGMSD board of directors has officially rendered a recommendation based on the needs, desires and benefits of downtown La Grande as a whole.
15. Continue to pursue and maintain long-term diverse funding strategies to ensure the sustainability of LGMSD.
16. NOT use URA funds for any event, festival, parade or business promotion activities, or any downtown maintenance, cleanliness, utilities or provision of short-term amenities, such as flowers or landscaping. URA funds shall NOT be used for the purchase of alcoholic beverages. The primary use of URA funding should be for staff or office-related expenses.
17. Continue to advocate on the behalf of the downtown business community in a positive and productive fashion.
18. In the event the URA District Manager designates a member of the URA staff to serve as the chairperson of the ~~Business Development~~Economic Vitality Committee, LGMSD shall appoint said individual.

B. URA shall:

1. Provide limited assistance and technical advice to LGMSD within available resources. The URA District Manager may designate a member of the URA staff to serve as chairperson for the LGMSD ~~Business Development~~Economic Vitality Committee to serve in this capacity for the duration of efforts related to new retail business development strategies. URA staff may provide direction to LGMSD staff to assist in this activity.
2. Provide a staff liaison to the La Grande Main Street Board of Directors who will function as a voting member of the Board and have all rights and responsibilities associated with Board of Directors membership. The designated staff liaison or URA District Manager will also participate as a voting member on any Oregon Main Street Revitalization Grant review committees and will have one vote in the project selection process.

3. Provide \$25,000 funding to LGMSD for personnel related expenses provided LGMSD is in compliance with the provisions of this Agreement and LGMSD maintains [Performing the Oregon Main Street top level designation status](#), subject to Budget Committee and Agency approval (paid quarterly). The long-term intent remains for URA funds to match revenues from other sources resulting in a maximum of one-third contribution from URA and two-thirds coming from other sources.

Section 3. Indemnification

To the maximum extent permitted by law, the parties shall hold and save each other, their officers, agents, and employees, harmless and shall defend and indemnify each other from any claims, damages, losses, and expenses, including attorney fees, which arise out of the action or inaction of the parties, their agents, officials or employees in the performance of this Memorandum of Agreement.

Section 4. Insurance

Without limiting LGMSD's indemnification of URA, LGMSD shall provide and maintain at its own expense during the term of this Agreement comprehensive general liability insurance with a minimum single limit of \$1,000,000.00 per occurrence. LGMSD shall also provide and maintain at its own expense during the term of this Agreement event insurance for each event held by LGMSD that requires separate coverage with a minimum single limit of \$1,000,000.00 per occurrence. Such insurance shall name the City of La Grande and the City of La Grande Urban Renewal Agency as additionally insured. LGMSD shall provide URA copies of such certificates of insurance without demand. Failure of LGMSD to procure or maintain the required insurance shall constitute a revocation of this Agreement.

Section 5. Amendments and Assignments

All amendments to this MOA which are mutually agreed upon by and between the parties to this MOA shall be in writing and executed with the same formalities of this MOA. This MOA is binding on the heirs, successors and assigns of the parties hereto but shall not be assigned by either party without first obtaining the written consent of the other. This MOA encompasses the entire agreement of the parties and supersedes all previous understandings and agreements between the parties. The parties hereby acknowledge and represent that said parties have not relied on any representation, assertion, guarantee, warranty, collateral contract or other assurance, except those set out in this MOA, made by or on behalf of any other party, person or entity whatsoever, prior to the execution of this MOA.

Section 6. Severability

The provisions of this MOA are severable; if any Section, subsection, sentence or clause shall be found by a court of competent jurisdiction to be invalid, unconstitutional, or is clearly and specifically preempted by Federal or State laws, the remaining Sections, subsections, sentences, or clauses shall remain in full force and effect, unless the effect of such invalidity, unconstitutionality or preemption effects a material alteration in the benefit of a party's bargain contained herein. Should any provision be declared invalid or unconstitutional or be preempted, the parties shall enter into negotiations within ten (10) days of final judgment or effective date of the law regarding any such matter and make a good faith effort to reform or replace such provision or part thereof with a valid and

enforceable provision that comes as close as possible to providing the parties the benefit of its bargain as originally expressed herein.

Section 7. Special Circumstances

LGMSD agrees to provide notice to URA within five (5) days of LGMSD being made aware of any allegations of fraud, financial misconduct, theft, embezzlement and/or any other claims of misuse of funds by its employees, agents and assigns that could lead to criminal charges involving the funds provided by URA under this Agreement. Notice shall be provided to the District Manager. URA agrees to keep any information received from LGMSD confidential during the pendency of any law enforcement investigation.

CITY OF LA GRANDE URBAN
RENEWAL AGENCY

FRIENDS OF LA GRANDE MAIN
STREET

Robert A. Strope
District Manager

Brent Clapp
President

ATTEST:

Stacey M. Stockhoff
~~Assistant to the District Manager~~ [Acting City Recorder](#)



La Grande Main Street

www.lagrandemainstreet.org

Engage the community to create a welcoming and economically diverse downtown rooted in La Grande's history and culture.

Report on LGMSD Activities 2021

2021 was a year of recovery for Main Street. While we did not, as hoped, leave behind COVID completely, we did see the resurgence of most of our signature events and programs, and made great strides in setting LGMSD up for future success.

On the event side, we were able to bring back our biggest signature offerings, including the Crazy Days Street Festival, the Eastern Oregon Beer Festival, Downtown Trick or Treat, Plaid Friday and Small Business Saturday, the Holiday Parade and Tree Lighting, and the New Year's Eve Block Party and Ball Drop.

- Crazy Days returned last July alongside the Timber Cruisers Car Show. This edition of the event saw a return to pre-pandemic attendance levels, and allowed us to begin expanding some of the festival footprint by adding some additional family-friendly activities. These included partnerships with other organizations to feature a bounce house, face painting, and the Island City Lions' Pig Train, a kid-favorite.
- EOBF 2021 took place in August last year. While it normally occurs at the end of June, we delayed it in order to increase our chances of having the event free of any COVID concerns. Unfortunately, the Delta variant did impact the festival, resulting in both lower attendance numbers than hoped for, as well as a lower number of volunteers than expected. Despite these hindrances, as well as a lower-than-hoped-for Sponsor turnout (no doubt also a symptom of the lingering effects of COVID), we had an excellent event. In particular, we were happy to bring a portion of the Festival Downtown, hosting our Friday Night VIP Party at Market Place Fresh Foods.
- The Downtown Trick or Treat was a great success, with hundreds of children and their families attending.
- Plaid Friday and Small Business Saturday went extremely well, as well. We were able to distribute a larger-than-usual amount of Small Business Saturday materials to Downtown Businesses, and saw a high level of participation in our Raffle, from both businesses donating prizes as well as participants who received entries for making purchases at participating locations.
- The Holiday Parade and Tree Lighting were well attended, and featured a number of other activities that we had hoped to implement in past years, including having a local choir lead the crowd in singing carols, as well as a volunteer-driven activity allowing our community to take a hand in decorating the Max Square Tree.

- Finally, we rounded out the year with the New Year's Eve Block Party and Ball Drop. While the extreme cold did result in lower attendance, there was still a great energy in the air at the event, and multiple local businesses set up at the party to give out warm beverages and food. We also had an excited group of participants for the NYE Scavenger Hunt, and rang in 2022 in style with another successful Ball Drop.

While our events made great strides in recovering to pre-pandemic levels, our fundraising efforts have not reached the same level. As the pandemic has stretched on through the Delta and Omicron waves, it has continued to be a hard time for businesses Downtown, and likewise it has been difficult to effectively fundraise.

- Our community of business partners has taken hits in recent years, and has not recovered to be the firm fundraising base that we would like them to be; our efforts in the new year strive to identify new potential partners, and grow our base while meeting businesses where they are, financially.
- We likewise have seen hits to our Volunteer Base. Many long-time committee and Board members have had to step away in the past year, due to having more volunteer and professional opportunities available than they have capacity to volunteer. As with fundraising, our goal in 2022 is to make up this ground by expanding our reach, identifying and recruiting new volunteers from parts of the community that are not currently part of our volunteer mix.
- Part of that work has already started with great successes in recruiting for and revamping our Economic Vitality Committee. Similar efforts are underway for our other committees, as well as the Board of Directors.

Other successes for LGMSD in 2021 include, but are not limited to:

- The continuation of the Downtown Flower Basket program.
- involvement in additional Holiday activities like the Decoration Viewing Caravan, and free carriage rides downtown
- Closing and Final Reimbursement of the Liberty/Putnam Oregon Main Street Revitalization Grant.
- Review and approval of multiple Facade Grants.
- Working with our economic development partners to formulate, distribute, and analyze the Business Retention and Expansion Survey.
- Working with economic development partners to formulate and execute a Business Plan Competition (the winner, Rebel Woolworks, opened Downtown during the Crazy Days Festival).
- And having staff return to the Main Street Office full-time. We have also, thanks to the Easterseals-Goodwill Senior Community Service Employment Program, have been able to bring on a Social Media and Marketing Assistant who has in recent months assisted in developing and scheduling regularly posted content for our Social Media feeds and lagrandemainstreet.org blog.

Summary of Committee Activities

La Grande Main Street Downtown is, like all Main Street organizations, built on the Main Street 4-Point Approach. These 4 Points (Organization, Promotions, Economic Vitality, and Design) make up the foundation of our work, and each point has a committee of volunteers dedicated to planning events and activities to reinforce each point in our community.

- In 2021 the Organization Committee worked primarily to identify new methods of fundraising for the organization. This ranged from a small fundraiser event with one of our Partners, to establishing an initial community donorship campaign (to be completed this year). The committee also continued work on maintaining the organization's By-Laws, to allow the organization to operate at the most efficient level possible.
- The Promotions committee is responsible for many of our biggest events, and so was focused mainly on the planning and success of Crazy Days, Downtown Trick-or-Treat, Plaid Friday/Small Business Saturday, and the NYE Block Party and Ball Drop.
- The Economic Vitality committee has increased dramatically in size. In 2021 they hosted a Business Owner Mixer at the Grand Lumiere Event Center, and began larger projects to support the downtown business community, including beginning an inventory of downtown businesses and properties, as well as beginning to plan workshops and events for business owners to begin this year.
- The Design committee focuses on the aesthetic quality of the Downtown. To this end, the committee obtained and set up the Downtown Flower Baskets, continued working on some interpretive signage for the Reynolds Pollinator Pocket Park, and worked with other organizations to review and choose an artist to create a piece of public art to be displayed at the Cook Memorial Library.

Plans for 2022

If 2020 was a Survival Year, and 2021 a Recovery Year, we are in position for 2022 to be an Expansion Year for the program and our activities. As we recruit new volunteers and identify new business partners and funding sources, we are planning to expand our programming to include business basics and training workshops, expanded event capacity and activities, and the facilitation of an increased number of building improvement and rehabilitation projects, including a new applicant for this year's Oregon Main Street Revitalization Grant. Currently, we only have 1 Committee work plan in use, for the Economic Vitality Committee. Work plans are in development for all other committees, based on goals set forth by the Board in 2021 and following the recommendations of the 2017 Main Street Refresh report. These work plans will be complete by October 1st of 2022, but organization and committee plans and goals for 2022 are as follows:

- The Board of Directors held their annual retreat in March, and determined priorities for 2022 including maintaining our Oregon Main Street designation level, restructuring the organization to be more effective and efficient, revamping our committees, and stabilizing our funding strategies. A top goal is also to recruit additional board members with passionate, dedicated individuals who care about the success of Downtown La

Grande, and have skills necessary to accomplish that success. The goal is to have a full slate of Board members appointed or elected by January 1st 2023, including a representative from the EOU student body.

- The Organization Committee's plans for 2022 include supporting the Board in our coordinated fundraising campaign, preparing to coordinate the 2023 campaign, establishing contacts with volunteer and community groups to increase the number and diversity of our volunteers, and identifying additional fundraising opportunities in 2023.
- The Promotions Committee has been tasked with maintaining our baseline of events, including Crazy Days, Downtown Trick or Treat, Plaid Friday and Small Business Saturday, the Holiday Parade and Tree Lighting, and the New Year's Eve Block Party and Ball Drop. They are also developing at least 1 Retail Promotion Event with the express goal of generating sales for Downtown merchants. All of these events will aim to generate revenue through tickets and/or sponsorships, and all events will be evaluated after execution to determine potential, weak points, strong points, and overall value to the community and organization.
- The Design Committee has recently relaunched after a period of inactivity. Current goals include continuing and celebrating ongoing projects, like the Reynolds Pollinator Pocket Park on Washington Ave, the Downtown Flower Baskets, and the collaboration with the La Grande Arts Commission on the Public Art piece slated to go up at Cook Memorial Library. New activities include increased engagement with the La Grande Arts Commission on public art opportunities, engagement with the Landmarks Commission and property owners on the city's updated design review standards, and identifying new placemaking project opportunities downtown. In July, this relaunched committee is set to undergo training in Main Street Design best practices, as well as a training on the design review standards. They will also be conducting increased outreach with property owners to encourage applicants for the Facade Grant and other grant programs, where applicable.
- The EV Committee's work plan is attached, but highlights include conducting focus groups and a business cluster analysis as part of the Entrepreneurial Ecosystem mapping project and increased partnership with the Ignite center, including programming like the Business Resource Connection series beginning in May of 2022.
- In 2021, the LGMSD Facade Grant Review Panel reviewed and approved 5 Facade Grants totaling \$24,000. So far in 2022, we have approved 2 more totaling \$11,000 and are working with several more property owners and businesses on developing applications.
- Office administration activities are also planned to increase, including an update of the LGMSD website, the development of a new comprehensive database of Downtown Businesses and Properties, and an increased and optimized social media presence. To this end, LGMSD has partnered with the Easterseals-Goodwill SCSEP to take on a Social Media and Marketing Assistant, who works in the office part-time developing social media, blog posts, newsletters, and other communications content.

Budget Clarifications

In the 2021 Budget, Membership dues are listed based on the year they were collected. Memberships for 2021 are categorized by those collected in 2020 and those collected in 2021. The Flower Basket program is a long running Main Street activity where we purchase hanging flower baskets for the Downtown lampposts that have built-in water supplies for the spring and summer months. In recent years they have not had a revenue stream attached, although this year the program is dependent on our ability to secure adequate funding for it via sponsorships.

The 2022 budget presented was adopted by the board at the February 2022 meeting. It was developed based on keeping baseline activities we've done in the past. While this budget currently projects a loss of \$10,000, we predict this projection will change as a result of our coordinated fundraising campaign (with a goal of \$20,000), and we are reviewing other funding sources including event sponsorships, the ARPA Live Event Operator Recovery Grant, and other sources as they are made available. As we continue through the year, we will cut programs with insufficient support. We will also be reorganizing the budget categories so that each committee's programs are sorted under that committee, and matched to a revenue stream.

We are also expecting the receiving of additional grants for Downtown Projects, including the Oregon Main Street Revitalization Grant and the Diamonds in the Rough Grant. The awards from these grants will be directed to the owners of the buildings being renovated, with LGMSD acting as the distributor of grant funds..

ECONOMIC VITALITY WORK PLAN

Committee Chair: Timothy Bishop
 Purpose: _____
 Local Priorities: _____

INITIATIVE	ACTION	DETAILS	CHAMPION*	PARTNERS	BUDGET/ RESOURCES	TIMELINE	NOTES	MEASURING SUCCESS
Develop Downtown Business Inventory (with contact info)	Inventory downtown businesses collect contact data	Start with Taylor's initial member business and partner lists divide up list and assign outreach to gather information and connect (name, owner/manager, best phone, best email, address/mailling, property owner name and contact if different) E-mail Committee & Board memebers to fill in business information (if known) Divide and conquer by block	Taylor, Craig, Timothy, (invite Joyce, Cody, Alana, Josh)	organization committee	Time and energy	Initial List: 12/7Commur	Link to Business List	
Committee Recruitment	Recruit Committee Members	There are 9 active committee members by end of January.	Timothy, Taylor, Craig, Josh		Time and energy	1/31/22		
Analyze and Identify Opportunities and Next Steps from BRE Report	Participate in BRE follow up work. Develop Main Street specific response to opportunities and needs identified in the report	Small business support, and a particular focus on the business support minority-owned businesses might need, are key focus areas ripe for Main Street focus.	Timothy?	Committee, RDI, LG Econ Dev		Mid-term (next 6 months)		
Business Outreach	Host a Brown Bag Business Basics series (to re-energize Ignite space): networking focus, highlighting business support partners	could be monthly presentation by key resource providers or short session on specific subject	Suzannah, Craig, Jeremy	SBDC, Main Street, Chamber, other service providers		Organized in first quarter, kick-off in March or May? Workgroup to discuss and bring thinking to the group. Brainstorm in January; organize in February; Worksource to kick off?	availability depends on business type (retail busy in Q1, Restaurants in the summer, etc.)	
	Consider how business networking/relationship building can be built in around existing events	i.e. small business saturday/shop local campaigns		chamber				
	Develop list of questions for focus groups	Identify focus groups; start with existing businesses by cluster (restaurants, retail, creative sector, minority owned and woman owned businesses, businesses that want to expand, businesses at different stages)	Timothy, Craig, Taylor			1/5/2022		
	Focus Groups with key business groups					Mid-term (next 6 months)		
	Support upcoming business trainings, amplify, identify any training gaps that Main Street can offer	Destination training, business planning training, confirmed starting in January, (Loel, getting your business online, workshop series pending)	Timothy, Alana (assisting), maybe Mike with additional workshop topics	NEOEDD,		Mid-term (next 6 months)		
	Host 1 Main Street led workshop or training Quarterly	Develop workshop from focus group or brown bag business feedback - first topic can be a google my business training		Committee		updates on first session in February; April Kick-off		
Revisit Workplan								
participate in entrepreneurial ecosystem mapping	Serve as a downtown business liasson in this process and identify downtown specific opportunities from the project.		Timothy	LG Econ Dev, NEOEDD, and EOU		Mid-term (next 6 months)		
Internal Communication workplan/meeting schedule	Define internal communications and meeting schedule with new members					2/28/2021		

La Grande Main Street Downtown

2021 Budget

31-Dec-21

REVENUE	Itemized	Total	Actual	Total
Cash carry over as of 1/1/21	Estimate	\$ 57,346		\$ 58,666
CITY FUNDS		\$ 25,000	\$ 25,000	\$ 25,000
DONATION		\$ 2,000		
Business Donations			\$ 1,453	
Amazon Smiles			\$ 64	\$ 1,518
SCHOLARSHIPS/GRANTS				
BOARD				
Annual Banquet				
Ticket Sales	\$ 250			
Dessert Auction	\$ 350			
		\$ 600		\$ -
COMMITTEES				
Business Development				
Design Committee				
Art Walk	\$ -			\$ -
Membership 2021				
Deposited in 2020 for 2021 (\$4,450)				
2021 Membership	\$ 7,500		\$ 2,600	
Total Membership		\$ 7,500		\$ 2,600
Organization				
Easter eggs	\$ 250			
Discover Downtown	\$ 250			
Annual Pub Crawl	\$ 1,000			
Crazy Days	\$ 1,000		\$ 75	
Other Fund Raiser	\$ 1,000			
		\$ 3,500		\$ 75
Promotions				
March Into Spring			\$ 160	
				\$ 160
EASTERN OREGON BEER FESTIVAL		\$ 35,000	\$ 18,936	\$ 18,936
INCOME		\$ 73,600		\$ 48,288
CASH CARRY OVER		\$ 58,666		\$ 58,666
INCOME PLUS CASH CARRYOVER		\$ 132,266		\$ 106,954

La Grande Main Street Downtown

2022 DRAFT BUDGET

REVENUE	Itemized	Total
Cash carry over as of 1/1/22		\$ 38,875
CITY FUNDS	\$ 25,000	
DONATION		
Business Donations	\$ 2,000	
Amazon Smiles	\$ 100	
SCHOLARSHIPS/GRANTS	\$ -	\$ -
		\$ 27,100
BOARD		
Annual Banquet		
Ticket Sales	\$ -	
Dessert Auction	\$ -	
		\$ -
COMMITTEES		
Design Committee		
Art Walk		\$ -
Other		\$ -
Economic Vitality Committee		
Other		\$ -
Organization		
Annual Pub Crawl	\$ 1,000	
Crazy Days	\$ 1,000	
Discover Downtown	\$ 250	
Membership - 2022	\$ 10,000	
Other Fund Raiser	\$ 1,000	
		\$ 13,250
Promotions		
New Year's Eve Ball Drop	\$ 200	
Other		\$ 200
EASTERN OREGON BEER FESTIVAL		\$ 25,000
INCOME		\$ 65,550
CASH CARRY OVER		\$ -
INCOME PLUS CASH CARRYOVER		\$ 65,550

EASTERN OREGON BEER FESTIVAL		\$ 15,000	\$ 11,514	\$ 12,138	OVERHEAD		
INSURANCE					Zoom	\$ 175	
Board	\$ 850		\$ 872		Merchant Fees/Bank and service fees	\$ 170	
LGMSD Liability & Events	\$ 1,000		\$ 1,078		Postage	\$ 75	
LGMSD Volunteers Workman Comp	\$ 300		\$ 276		Rent	\$ 6,000	
		\$ 2,150		\$ 2,226	Supplies	\$ 150	
OVERHEAD					Utilities - Electricity, Telephone, Gas	\$ 1,300	
Bank & Square charges	\$ 100				Web Hosting/Mgt	\$ 150	
Merchant Fees	\$ 100		\$ 171		Other	\$ 250	
Other	\$ 100		\$ 252				\$ 8,270
Postage	\$ 110		\$ 57		STAFFING		
Rent	\$ 6,000		\$ 5,925		Director	\$ 37,500	
Supplies	\$ 150		\$ 65		Meals	\$ 500	
Utilities - Electricity, Telephone, Gas	\$ 1,500		\$ 1,296		Travel & Seminars	\$ 2,500	
Web Hosting/Mgt	\$ 150		\$ 150				\$ 40,500
Zoom			\$ 180		CONTINGENCY		
		\$ 8,110		\$ 8,096	TOTAL EXPENSES		\$ 75,420
					NET INCOME OR LOSS		\$ (9,870)
					Plus Cash Carry over from 2021		\$ 38,875
					INCOME OR LOSS FOR 2022		\$ 29,005
STAFFING							
Salary & Contract work							
Director	\$ 36,000		\$ 36,613				
Salary & Contract work		\$ 36,000					
Meals	\$ 500						
Travel & Seminars	\$ 2,500		\$ 75				
		\$ 3,000		\$ 36,688			
CONTINGENCY							
TOTAL EXPENSES		\$ 81,585		\$ 68,079			
NET INCOME INCLUDING CASH CARRY OVER		\$ 50,681		\$ 106,954			
Cash Carry over to the 2022 Budget				\$ 38,875			