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Economic Development Committee Meeting Minutes

Scappoose City Hall, 33568 E Columbia Ave., Scappoose, OR 97056

January 19, 2023 12:00 – 1:30 pm

Attendees: Vice Chair Brian Rosenthal (sitting as Chair), George Hafeman, Paul Fidrych, Sean Findon, David Sideras, Jeff Weiss, Heidi Ralls, Paul Vogel, Nancy Ward, N.J. Johnson, Laurie Oliver Joseph, Isaac Butman, Chris Negelspach, Mayor Joe Backus, Traci Nolan

Absent: Chair Christine Turner

1. CALL TO ORDER

The meeting was called to order at 12:04 PM by Vice Chair Brian Rosenthal (sitting as Chair).

1.1 Meeting Agenda

George made a motion to approve the January 19, 2023 meeting agenda. Paul F seconded. The motion passed unanimously.

1.2 Meeting Minutes

George made a motion to approve the December 15, 2022 meeting minutes. Paul F seconded. The motion passed unanimously.

1.3 Public comment

No public comment was submitted.

2. New Business

2.1 Review and Approve Team Agreement

NJ: The Team Agreement before you today is mostly the same as the one you signed off on in 2022, with the exception of some references to the EDC's Bylaws so that these documents reference and enforce each other.

Vice Chair Brian Rosenthal: So other than referencing the Bylaws, it's the same Team Agreement?

NJ: Yes.

David: Was this sent to us?

NJ: It was included as one of the documents in the meeting packet that got sent out. The Team Agreement is really in place to govern how the committee conducts its business in a professional and respectful way.

Vice Chair Brian Rosenthal: The way I see these Team Agreements is that everyone agrees to not badmouth the City of Scappoose in public, be respectful to everyone, and to function as part of the process. If you find something so abhorrent that you can't live with it, then the correct thing to do is to resign from your position and then you're free to speak out in whatever way you want. That's not to say that you can't voice legitimate concerns or ask tough questions of the



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City but you agree to do that in a way that's respectful to everyone. Does anyone else have any questions or comments on this? Hearing none, can I get a motion to approve?

George: I move to approve the Team Agreement as written.

David: I second.

The motion passed unanimously.

2.2 Adventure Festival Fundraising

Isaac: When we did the Scappoose Centennial event in 2021, the City worked with EDC to promote and help fundraise the event. For the first year of the Adventure Festival, however, we did not work with City committees to fundraise and Chair Christine Turner pointed out that it would be beneficial for the City to work with EDC given your ties to Scappoose businesses. I'm here to see if there's still interest in working together on the 2023 Adventure Festival.

Jeff: The only people that have been formally asked to help fundraise were myself in Janet Williams, which was very difficult to do.

Vice Chair Brian Rosenthal: My feeling is that we should give this a try. I don't see how it could hurt to try to help. I think we could all find at least a few people to ask. How did fundraising for the 2022 Adventure Festival go in comparison to the 2021 Centennial event?

Isaac: The Centennial was more supported. Part of that is that a city's centennial is literally once in a lifetime.

Vice Chair Brian Rosenthal: One thing I think could improve that is if the Adventure Festival gave more recognition to sponsors - just something simple like signs recognizing them. The format of the event was very fun, well-organized, and affordable for families.

Jeff: Last year what hurt fundraising was that the sponsorship level because it was more expensive than any event in the recovery.

Isaac: Some of the things that Jeff and Brian mentioned are being addressed. The packages will be toned down. Last year we asked them to do full cost recovery but we recognized that that was far too high. We're also going to encourage sponsors to bring their own banners since some of them didn't. We have more money in marketing and we're thinking about mailing everyone in the city a postcard inviting them to the Adventure Festival.

Vice Chair Brian Rosenthal: I have a property on Highway 30 and would be happy to display a banner for the event if the City provided me one. I think the "Event ahead" sign made a lot of people think that there was an auto accident ahead and they should get off the road. The only other suggestion I have is to extend the beer garden an hour later.

David: I move to support the 2023 Adventure Festival by actively recruiting sponsors.

George: I second.

The motion passed unanimously.

2.3 Street Lighting Presentation

Traci: One of the ways to make the biggest impact on downtown beautification is street lighting because of how economical it is. Acuity Brands is the largest lighting manufacturer in North



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America. Investing in the appearance of your downtown is an impact that lives on for generations. Downtowns are your job/economic foundation, community tax base, historic identity, and civic pride. In other cities we've worked in, approximately every \$1 that is spent on downtowns, the community receives \$5 in benefits. Transitioning to LED lighting improves energy efficiency, safety and security which keeps people out longer, environmental sustainability, cost savings, and economic growth. Street lighting is the key to revitalization. Modular poles allow a lot of capability and flexibility and our modular pole is called Sitelink. Sitelink poles have channels that allow you to slide items up the pole including hanging planter baskets, street signs, and banner arms. You do have to anticipate what kinds of items you want because we have to make you a pole that's sturdy enough to handle what you want to put up there. Are there any questions?

David: I noticed your new design is better for light pollution. Are there retrofits or something else going on with what we currently have?

Traci: You can. There isn't a lot of uplight from this type of fixture. You will get a little bit more out of any fixture with a globe because of the reflection.

David: You mentioned that LEDs last 100,000 hours. Does that degrade over time?

Traci: Yes. We generally say that LED lights last until they have about 75% of their original lighting power. This will get you to about 20 years.

Chris: A lot of agencies recognize that the lighting power will deteriorate over time so they start at 90% power and then bump up the current as needed so that the lighting level is constant.

Paul F: I've heard from citizens that the lighting at Veteran's Park can be obtrusive at night. I know they're using the same lighting for Buxton Ranch. And of course, Grabhorn Park is coming up in the same area. Are there plans to address that?

Chris: All new subdivisions in Scappoose with one exception have cobra head lights that are downlit. So all new subdivisions are going to have cobra head lighting and the old ones will be replaced with cobra head lighting once they burn out.

Traci: One other thing to keep in mind about replacing old lights with new models is that the spacing between poles was designed for a less powerful light.

Chris: Since I started working with the City, we've worked with the City of St. Helens and the Columbia River PUD to create a regional standard of fixtures, brightness, and color.

George: Is that all LED?

Chris: The new stuff is all LED.

Vice Chair Brian Rosenthal: What Kelvin are the new lights?

Chris: They're all 3,000. California adopted LED lights as their standard very early on and they



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went with 5,000 Kelvin because they thought it was the most cost efficient. Quickly after they went up in neighborhoods, people started complaining so more studies were done to establish 3,000 as the sweet spot.

Vice Chair Brian Rosenthal: I'd encourage everyone to look into 4,000 Kelvin. 5,000 is certainly too high but 3,000 gets close to a yellow feel.

Chris: The City doesn't dictate lighting voltage or anything on private property but if we're talking about public streets, we would want to stick with the agreement we've made with surrounding agencies, especially since the PUD maintains them.

Paul V: Do any of these products operate as standalones or do they need to be part of a distribution system? Do you have any solar power products?

Traci: We don't produce solar products but we do partner with a company who could do that. If that's what this community wants, we can look into what that would look like. They usually look at an area and tell us how much light is needed. The fixtures do require certain wiring to be compatible with solar, which limits your options.

Vice Chair Brian Rosenthal: Do the different globe designs impact light efficiency that much?

Traci: There's not a significant impact because the light fixture is designed as an entire entity. The design team looks at what's requested and figures out what is needed to reach a certain level of performance. The globes are really just about visual preference.

Chris: Is acrylic impacted by an UV degradation? Does it change the color over time?

Traci: Not really but it used to.

Vice Chair Brian Rosenthal: Is the acrylic cheaper?

Traci: No, the glass is cheaper because we own the glass factory.

Vice Chair Brian Rosenthal: One thing I've noticed in the acrylic models in town is the amount of moss that builds up. Is that just because we're in Oregon?

Traci: When a fixture is adjusted after it's manufactured, sometimes it's not put back together as tight as it needs to be, which causes water egress to get in there and produce moss.

Vice Chair Brian Rosenthal: What are the poles made out of?

Traci: Aluminum and steel. The metals market is extremely volatile and hard to predict.

Jeff: How long have the lights on display been in production and how long do you keep a model in production?

Traci: Many have been in production for several decades.



Vice Chair Brian Rosenthal: Staff, what are you looking for from us?

Chris: I really appreciate you having Traci here to present today. She's done a lot of great work, including some projects in Scappoose. Right now, the City doesn't have a design standard in the downtown core area. We're going to pursue some grants to redo a lot of existing lights in the core.

Vice Chair Brian Rosenthal: How much more expensive are the lights with all the features than a standard one?

Traci: They're going to be more expensive but not by several factors or anything like that. A lot of it depends on the specific features you want, since that will also determine how thick your pole needs to be to hold everything up. The market is also bouncing around.

David: What's on our current poles?

Chris: Not much. Some of them have arms but they aren't really designed to hold everything you'd like them to be able to hold.

Vice Chair Brian Rosenthal: The only things I've seen them be good for is banners and Christmas lights.

Laurie: Next steps might be deciding if you're interested in in the Sitelink pole and if you are, what features you would want to have on it.

Vice Chair Brian Rosenthal: I think that we should shoot for as much flexibility as possible. Back when we put up the poles we currently have, we all thought they were great but now, not so much.

Paul F: It's hard to make a decision on our preference when we don't know the cost.

Traci: The reason I can't give you dollar figures right now is because the market is so subject to change and the exact combination of features you want is hard to quote exactly.

Vice Chair Brian Rosenthal: Are the available grants flat amounts or will they potentially fund whatever it costs to put these new lights in?

Chris: The grants could fund whatever the entire project costs.

Vice Chair Brian Rosenthal: Is it true that we can get a standard pole that roughly looks the same as the Sitelink pole?

Traci: Yes, you absolutely can. It might make sense to have a similar looking standard pole in your residential neighborhoods because you won't need all the features that you might want in your downtown.



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Jeff: I don't think it makes sense to not get the flexible pole in the downtown.

Vice Chair Brian Rosenthal: I agree, unless the cost is much higher than we're expecting.

Chris: The portion of the downtown overlay on East Columbia Avenue goes all the way to 4th Street so you could do a transition of flexible poles closer to the highway and then standard poles as you go further east.

Vice Chair Brian Rosenthal: Chris, has the City given thought to the height of the poles?

Chris: I don't remember exactly.

Vice Chair Brian Rosenthal: How are people feeling about what we should do next?

Jeff: I'm ready for a quote but we need to know what features we want.

Paul F: Let's compare a quote of the standard and a quote of the thickest pole with banner arms, hanging flower baskets, and electrical outlets.

Chris: I just want to clarify that this whole discussion isn't about replacing 11 poles tomorrow; it's really about setting a standard for when lights go out or when properties develop.

Vice Chair Brian Rosenthal: What is staff's recommendation?

Chris: I think that the city is heading in the direction of new technology. While we have rich history, I don't see Scappoose as a community that clings to the past. Something to reflect a modern but contemporary look might be good to reflect that. I like the globeless look because it's modern enough looking and it's easier to maintain. They provide really excellent light because they don't have a globe.

Vice Chair Brian Rosenthal: It is a nice fixture. I'd imagine though that you get a lot of bugs in a fixture like that without the globe.

Traci: I don't doubt that it happens but it's not something we get complaints about. I think any light fixture is going to have some kind of insects attracted. The globeless one does have a glass protecting the light source.

Vice Chair Brian Rosenthal: I do regularly have to use a leaf blower to get the spider webs out of the lights I maintain.

Jeff: I don't know if you'd need to do that because they're so high up and it might not be that big of a deal.

Traci: The globeless model was adopted three years ago in the city of La Center and we haven't had any complaints about bugs. Portland General Electric recently adopted this model on their approved list as well.



George: I like the globeless model. If they have been installed in other cities, maybe staff can call them to see if there's been any issues with bugs.

Vice Chair Brian Rosenthal: Is everyone comfortable with deciding on the pole today?

Paul F: I'm not because I think we need to be fiscally responsible and get a quote first.

Laurie: Then I would suggest picking a pole or two that you would want priced.

Vice Chair Brian Rosenthal: I move we get a quote for a standard pole with the capability of electrical outlets and then a quote for a flexible pole with banner arms, hanging flower baskets, and electrical outlets.

George: I second.

The motion passed unanimously.

Paul F: If we adopt a certain standard, are we going to leave the parks as they are?

Chris: We could look into creating a separate standard for the parks as well.

Vice Chair Brian Rosenthal: The thing with LEDs is that you have to give it 6 months to let the light dim slightly and get used to it.

2.4 Urban Renewal Process Recommendation

NJ: This memo [available in meeting packet] is addressed to the Urban Renewal Agency, from the Economic Development Committee in response to conversations about getting the EDC involved in reviewing the Urban Renewal grant applications. If you look at the list numbered 1-5 in the memo, the process is outlined. City staff will review the grants for compliance with the relevant policies and to make sure their application is complete. Once it's complete, it would be placed in the next EDC meeting packet for you all to review. The EDC would get to recommend approval, approval with modifications, or denial to the Urban Renewal Agency. The Urban Renewal Agency will remain the final decision maker but with this new process, they'll have your economic development and business-oriented opinion to consider. There's language included about conflict of interest and recusing yourself from deliberations if you have one. You will also have to declare any ex-parte contact that you receive about the application.

Vice Chair Brian Rosenthal: Clarification, do you have to declare ex-parte contact if you had a conversation about an item before an application was submitted?

NJ: You would want to be safe and declare everything since it could have an impact on your ability to fairly evaluate these grants.



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Isaac: Part of the consideration too is that the Urban Renewal program is currently very small but when it gets bigger, we will need to be even more careful with how we handle these matters.

Vice Chair Brian Rosenthal: That makes sense.

Paul F: I move to send the recommendation before us to the Urban Renewal Agency for their final consideration.

George: I second.

The motion passed unanimously.

3. Announcements and Next Meetings

- February 16, 2023 at 12:00 pm
- March 16, 2023 at 12:00 pm
- April 20, 2023 at 12:00 pm

4. Meeting Adjourned at 1:37 pm.

For questions about these minutes, please contact N.J. Johnson at (503) 543 - 7184 or email njohnson@cityofscappoose.org. The EDC conducts its meetings in an ADA accessible room. If special accommodations are needed, please contact City Recorder Susan Reeves at 503.543.7146, ext. 224 TTY 503.378.5938