

**Central Eastside Corridor TIF Action Plan
Working Group Meeting #5
RiverEast Center, 1515 SE Water Ave Suite 100
September 24, 2025, 3:30 – 5:00 pm**

MEETING PURPOSE

The purpose of the meeting is to:

- Discuss a revised Action Plan Budget
- Preview governance models and considerations

MEETING MATERIALS

- Meeting slides

INPUT SOUGHT

- Revised budget
- Initial thoughts on an approach for on-going governance

DECISIONS or RECOMMENDATIONS TO BE VOTED ON

- None

UPCOMING MILESTONES

- Next Working Group Meeting: Wednesday, October 22nd 3:30 – 5:00 pm, location TBD

Meeting Summary

(See also meeting presentation)

Welcome, Introductions

- Paul Gagliardi (Prosper Portland) welcomed people to the meeting and reviewed the agenda.

Public Comment

- Portland Dream Plaza manager and restaurant owner voiced support for investment in both public realm and businesses

Working Group Process Review

Paul reviewed the Action Planning process to date to and feedback from the previous meeting that informed the revised budget scenario.

Revised Budgets

Amy Nagy (Prosper Portland) and Jessi Conner (Portland Housing Bureau) presented the updated budgets and reviewed the amendments from the previous budget scenarios.

Feedback on Prosper Portland revised budget:

- *Question:* How fixed is the budget? What if there is an opportunity in year three that needed funds to be switched around?
 - *Response:* There is an opportunity to reallocate dollars through the annual budget process.
- *Question:* What goes into public realm versus infrastructure?
 - *Response:* Public realm is funding community organizations to do improvements in the neighborhood, murals for example. Infrastructure is partnership with PBOT or Parks on a capital improvement, leveraging dollars from other bureaus or the county.
- *Comment:* Support vibrant arts and culture piece. Also believe in economic development and business support. There are many leases in this district that are expiring in the next five years. The more storefronts kept open in the district is key. Survey supports that as well. Concerned that there is not enough business support in the revised budget. Both are priorities but would like more emphasis on the business support. Timing is important too. Business dollars are needed sooner rather than later.
- *Comment:* The idea of the chicken or the egg with business and the public realm, it is challenging to find the right mix. The idea of doing audits of signage and wayfinding could be supported with the public realm dollars.
- *Comment:* Questions about the survey methodology.
- *Comment:* The Central Eastside is something special, but the feeling of safety is lacking and is a barrier to people wanting to be in the district. Need to balance business and thriving arts.
- *Comment:* Agree there needs to be more balance. The district has been talking about the train study for 10 years, the train is not going anywhere. There is a messaging component that shows that we care about the district, visibility to investments is key.
- *Question:* What is tangible visibility for you?
 - *Response:* What is ready to go right now. What can tell a story of action and investment in the district.
- *Comment:* Going back to the survey. Whose opinion matters most to us? Is it the businesses? Is it the person who is passing through? Who is investing in the district?
- *Comment:* The ESD is doing great work and needs to communicate that to people to get them excited about the district.

- *Question:* What is the low hanging fruit that will have the biggest impact right now? What does \$50,000 get you for business support in the first year? Need a conversation around maintenance of investments as well.
 - *Response:* TIF cannot be used for maintenance under state statute. There are a couple of things around retention and other resources that aren't TIF based that aren't going to be in this action plan. Partnership will be key for these investments.
- *Comment:* Voicing support for the revised budget as is. People come to the district for events and activations more than they come for specific businesses.
- *Comment:* When it comes to infrastructure, a million dollars is not that much compared to the impact that a million dollars for grants for businesses and public realm.
- *Comment:* \$40,000 for businesses to do improvements could do more than it used to with recent the wavers approved by City council.
- *Comment:* There is a lot of overlap between the business and vibrant arts categories.
- *Question:* What are the terms on the small business loans?
 - *Response:* It is typically around 10 years, it is based on the treasury interest rate but there are high impact loans that could be more flexible.
- *Question:* When loans are repaid do they go back into the district?
 - *Response:* Yes, repayments are reinvested in the district.
- *Comment:* Leave the budget as is and adjust in the future as needed.
- *Comment:* What does \$24,000 do to retain or recruit a company?
 - *Response:* It could be a grant for tenant improvements, or it could help fund an OMEP (Oregon Manufacturing Extension Partnership) project for improving production.
- *Question:* Is the phrase a vibrant arts and culture district something we are stuck with?
 - *Response:* It is a phrase we came up with based on the conversations with the working group but can be changed.
- *Comment:* Vibrant interconnected district or community vitality may better communicate the intention of those dollars.
- *Comment:* Markets markets and farmers markets, year-round events need event spaces for free.
- *Comment:* Can the word safety go in the name somewhere. In terms of thriving business community, years 1-2 should be more about retention than the recruitment.

- *Comment:* The vibrant arts and culture district funding should give some funds to business support. Like the idea of loans since it will be recouped and reinvested that can grow over time and more people can benefit from it especially if it is tied to the treasury.
- *Comment:* Funding for employer retention and recruitment could be better spent in loans and grants.
- *Comment:* It can feel like a lot of categories for a little funding, part of this conversation is telling the story of impact. There is a difference in impact in investing in a large-scale employer versus a small business. There are companies that are high growth like Pan Jerky, and even though they are small they are selling outside of the region and growing versus supporting localized companies that provide services that only locally.
- *Comment:* Hang up on infrastructure in year 3-4, reallocate to another line item that could be more impactful like business support.
- *Comment:* There is a way to force what the community wants to see through the grant requirements.
- *Comment:* There could be priorities set in the grant program to incentivize desired projects.
- *Comment:* Keep public realm grants, it is two grants for two grants. Infrastructure can be a high impact investment with future benefit.
- *Comment:* Emphasizing shovel ready projects like murals is impactful and some of the business investments are more behind the scenes. Changes public perception.
- *Question:* What is the most important need now and should that be prioritized with all of the available funding in the early years? How to create the environment that people want to be there as visitors and as businesses?
- *Comment:* For the public realm grants, there is a big jump in years 5-6 and based the past of this district that would be a lot of grants to disburse in that timeframe.
- *Comment:* What are the possibilities with that amount of funding?
- *Comment:* Who are these investments for? When infrastructure is in vibrant arts it is for everyone, infrastructure almost always leads to change. How to shift perception to benefit what is here now?
- *Comment:* The inner eastside zoning change starts at the eastern edge of the district at about 12th.
- *Comment:* When we talk about safety, what does it mean when we say that? That word creates a lot of feelings and can be controversial. More vibrant and activated spaces does create a perception of security that we want people to have. What happens when there are maintenance needs.

Round table share out on feedback for the revised Prosper budget:

- Like budget as is
- Move 60 business / 40 arts
- Like it as is except for infrastructure
- Take vibrant arts down and add to thriving business
- Vibrant arts and culture at 60/65%
- Shifting to 60/40 vibrant arts and business
- Stick with as is but move infrastructure to business and move more into small business grants
- No strong feelings, comfortable with the revised budget
- Comfortable with revised budget
- Shifting to 60/40 vibrant arts and business
- Shifting to 60/40 vibrant arts and business
- Shifting to 60/40 vibrant arts and business
- Comfortable with revised budget

Feedback on Portland Housing Bureau budget:

- *Question:* Do you know how many single-family homes are in the district?
 - *Response:* Homeownership is about 8-10% of the district.
- *Question:* Owner occupied, are they allowed to turn it into a rental after receiving a grant for improvements?
 - *Response:* Homeowner recipients of PHB grants and loans are required to maintain their home as their primary occupancy for a certain number of years, depending on the program – home repair, down payment assistance, etc.

Thumbs up agreement from the working group on the PHB revised budget.

Governance

Amy highlighted different types of government models from previous TIF districts and presented initial governance considerations for the working group to discuss in the next meeting.

- Meeting ran out of time before the working group could discuss governance considerations but will have time to discuss in the next meeting.

Attendance

Central Eastside Corridor Working Group

Mike Larkin, CET	X
Carolyn Holcomb, CEIC	X
Mark Linehan, HAND	X
Michael Woods, Buckman Community Association	X
Leah Nanpei, VP, Real Estate and Facilities OMSI	Absent
Tiffany Conklin, Portland Street Art Alliance	X
Lluvia Merello, Indigenous Marketplace	X
Matt Fairris, BAE	X
Jill Sherman, Edlen & Co / OMSI	X
Ty Brown, REACH CDC	Absent
Dietrich Wieland, Mackenzie	X
Eric Hoffman, SUM Design Studio / CET	X
Chelsea Rooklyn, Killian Pacific, Willamette Light Brigade Board	X
Hovering Laplante, Sweet & Salty PDX	X
Amanda Lucier, property owner / photojournalist	X
Guests & Staff	
Amy Nagy	X
Paul Gagliardi	X
Kiana Ballo	X
Jessica Conner	X
Josh Roper	
Gwen Thompson	

Thuan Duong	
Nick Olson	
Danell Norby	
Paul Jefferys	