

East TIF Exploration Steering Committee Meeting #4
October 23, 2023

Summary Meeting Notes

1. Welcome from Commissioner Rubio
2. Working Group Selection Update
 - a. Working group selection panels met and finalized their recommendations for at-large seats. Staff will send to Commissioner Rubio's Office (CRO) for review and expect to have all seats across the Working Groups finalized by end of November
 - b. The November 27th meeting has been moved to December 5th from 10:30-12:00 PM and will be a joint session of the Steering Committee and working groups. An updated calendar invite will be sent out.
3. What specific recommendations is the Working Group responsible for?
4. Data, Plans & Engagement Context
5. Working Group engagement guidance
 - a. A former participant of the Cully TIF exploration and current Steering Committee member emphasized the need for popular education – TIF 101 in small groups to get a baseline understanding and knowledge of the tool.
 - b. Members requested post card distribution to increase awareness and drive interested community members to the dedicated project webpage.
 - c. A member asked for an update on the community staffer position. Prosper Portland staff responded they are working through a procurement process to contract with a community-based organization to host the community staffer. Staff emphasized this staffer would support all working groups and not serve any individual organization or group.
 - d. A member recommended providing funds for each working group to conduct direct engagement.
- Large group discussion:
 - *What are the key principles of geographic engagement?*
 - Steering Committee members were asked the question above and shared the following input:
 - Recommended engaging culturally specific organizations in addition to the neighborhood associations
 - Noted not everyone is galvanized through associations or organizations
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 - 82nd Avenue:
 - Employers and education organizations, chiropractic college/PCC
 - Large property owners or tenants
 - Affordable housing partners (ROSE/ Our Just Future)
 - Owner of mobile home/manufactured parks
 - Residents (other than just through neighborhood associations)

- Business Associations (culturally specific, the Chinese BA, Philippine BA, etc.)
- Mailers/ Webinar/QR code
- Engage and think about segments not just as the entire corridor as there are different communities and demographics
- With transportation investments on and an existing micro-TIF along 82nd, want to uplift the voices that are not already uplifted
- Faith organizations
- Parkrose/Columbia Corridor:
 - Railroad/Amtrak
 - Parkrose School Foundation
 - Communities closest to the former Kmart site
 - Parkrose School Board members
 - Employers/Large businesses
 - Future workforce participants
 - Increase the perception that business is good and a welcomed business voice in the process would be helpful to engaging employers
 - Create a model that stretches the dollars as much as possible
 - Educate and involve the youth to bring us along
 - Trades and workforce development agencies
 - Chabre – Advance Portland, start to trust building, ongoing process for community input for the next 5 years
 - Engage low-income families and youth
 - Biking Community
- E205:
 - Education providers
 - Car dealerships
 - Grocery stores
 - Every elementary school
 - EPAY
 - Long-time businesses supporting youth sports leagues (e.g., Pizza Baron)
 - Affordable housing orgs
 - IRCO
 - Hispanic Chamber of Commerce
 - Multnomah County Health Clinic
 - Sun Schools, culturally specific grocery stores, and market
 - Neighborhood Prosperity Network districts (e.g., Division Midway Alliance)
 - Raimore Employees
 - Centennial, David Douglas, Reynolds

- Development of 190th – brownfield owners
 - Kaiser Permanente
- Small group discussion & report back:
 - *What needs to happen in EP in General*
 - *What are some of the critical questions to ask*
 - *Are there opportunities to form new relationships or support networks long-term around this topic?*
 - *How can the SC support these efforts?*
 - Ask folks, “what would it take for you to stay in the area? Do you see yourself long-term”
 - If we can find a way to explain the value of taxes/TIF and the value of your help people understand the value of their property
 - Reduce predatory lenders and developers; ensure community benefits from the investments
 - Need to actually implement what people ask for, not just asking them what they want
 - A member asked, “What is the plan to limit or create less gentrification and displacement?”
 - Staff offered that the SC may engage with N/NE groups so they can share how they are engaging differently/continuing the education of how TIF is evolving
 - Staff noted the tension between market signals and TIF and offered that Cully did a lot of thinking about how TIF can be used and sequencing of public investments.
 - Build out the infrastructure to create more business opportunities that provide jobs and increased wages – that’s really at the core of stabilization
 - Allow process and time for a degree of healing in East Portland