

**Lloyd-Holladay TIF Action Plan
Working Group Meeting #5
Holy Rosary, 375 NE Clackamas St, Siena Hall
September 16, 2025, 3:00 – 4:30 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: Tuesday, October 21, 3:00 – 4:30, Go Lloyd Office 700 NE Multnomah St 3rd Floor Conference Room

Meeting Summary

(See also meeting presentation)

Welcome, Introductions

- Kiana Ballo (Prosper Portland) welcomed people to the meeting and reviewed the agenda.

Public Comment

- None

Working Group Process Review

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

- Community Survey results (108 responses)
 - Priorities: support retail business, affordable housing, and accelerate development

- Reviewed draft budget scenarios for both Prosper Portland and Portland Housing Bureau that was presented in Meeting #4
- Reviewed budget feedback
 - Hearing need to maximize business support, need for ground floor activation, and resources for Lloyd mall tenants
 - Need for more information for 910 building but interest in adding food options to the neighborhood
 - Curiosity around public realm ideas and investments in open space and murals to welcome people to the neighborhood
 - Need for more housing to support local businesses and 24/7 active neighborhood

Revised Budgets

Sarah Harpole (Prosper Portland) and Jessi Conner (Portland Housing Bureau) presented the updated budgets.

- Prosper Portland budget front loads small business support, modified level of investment for 910 building and has funds at the backend of the Action Plan for infrastructure
- Portland Housing Bureau budget frontloads homeowner stabilization, feathers in renter stabilization and preserves funds for acquisition and predevelopment in years 5-6 of the Action Plan
- Noted could re-allocate funds mid-way through Action Plan via annual budget process with City Council if there are market changes, new opportunities, etc
- Comprehensive budget (Prosper + PHB) shows outcomes of investments (Businesses served, residents served, # of projects completed, etc.)

Prosper Portland Budget Feedback:

- *Small Business Loans & Grants:*
 - Strong consensus support for supporting small business (grants + loans) and existing tenants
- *Employer Retention / Recruitment:*
 - Like employer retentions and recruitment
 - *Question:* Employer retention and recruitment – should we proportion this out?
 - *Response:* Prosper’s Business Advancement Team wants to be responsive to a market need. Asked for this to be the same item to be flexible.

- *910 Building:*
 - Question if this would be a priority if Prosper didn't own but sees need for it in the area being a connection to the event district and convention center.
 - Wondering about some of the details on the 910 design-- thinks trucks could work
 - Need place to go inside to stay warm/dry
 - Addresses the question of where people can go to eat for entertainment / convention center (make sure it speaks to event district, not just convention center)
 - Likes the early win aspect and positive impact to the neighborhood. Getting something done fast makes sense so 910 would be relatively fast. Seems like a pretty viable project.
 - Make it a multi-season venue
 - Think about how to take advantage of the adjacent plaza which could use some activation.
 - Key part of pedestrian experience
 - Really a needed amenity for the neighborhood and need to consider how it's family-friendly as well
 - Concerned about viability any why this location vs other locations? Hesitant to worry about convention center because it is outside of our district boundary. How do we know the plan is a success? What is to be a good investment and not just throwing money at the building.
 - *Response:* The property is owned by Prosper so we will need to pursue development of 910 building with or without TIF. Does not negate other ideas and opportunities. Adjacent plaza is owned by Prosper and operated by Metro – having conversations about collaboration. The lower \$1.5M was the minimum the real estate team thinks could need for 910 to be successful. Successful project means getting it to construction and getting an operator. And if this ends up not making sense, then won't keep pursuing it.
- *Infrastructure:*
 - Happy to see infrastructure and open space – want ped connections and spaces to play and gather.
 - *Question:* What did you hear from the City's Bureau's?
 - *Comment:* Parks does not have funding for Holladay Park; PBOT is pursuing grant funds for street improvement designs, no resources in hand for construction. Resources shown here could leverage private developer investment

Portland Housing Bureau Budget Feedback:

- Like homeowner/renter stabilization (focus on underrepresented groups)
- Appreciates stabilizing what is here before growing bigger
- Consider to re-look for what neighborhood looks like now (90-95% renter) and balance
- Interested to learn how many housing units will benefit, and good to re-program if the funds don't move
- Like the idea of being opportunistic to direct funds
- Middle Income Housing does not have funds in this plan, but hope that it would be added in future years
- Like the ability to be opportunistic in affordable housing budget.

General Feedback:

- Want to see middle housing back in a future budget.
- Happy to see the priorities that have been discussed are reflected in the budget
- Appreciates having the outcomes to see what the investments mean
- Desire for clarity on data/metrics + reporting for future investments

Governance

Sarah Harpole highlighted different types of government models from previous TIF districts and Kiana Ballo presented initial governance considerations for the working group to discuss.

- Across TIF districts, certain things are fixed (i.e. TIF district governs geography and eligible projects; City Council has approval on Plan amendments and budget; Prosper Board and City Council has approval authority over TIF District expenditures) but the approach to governance and engagement has varied by district.

Feedback

- Don't need another committee. Could leverage existing groups. But do think the group could support the budget process at Council. Agree may need to think about how to bring other groups into conversation.
- Would like to see a model where community can actively participate
- Makes sense to leverage existing organizations
- Lighter touch is great, don't want to over-manage process
- Recognition that not all interests are represented in the WG

- Lloyd orgs are in very close connection/coordination. Like this group and like the diversity of this (current) group. Like idea of some sort of more frequent convening. 2 or 3 times year.
- Probably don't need monthly or quarterly meetings until year 4/5. Once funds accumulate- meet monthly and scale back on frequency as needed.
- Could build upon existing meeting times.
- Potential other model- for orgs to help fill gaps via regular programming.
- Look for different ways to engage residents.
- Support having a standalone committee that meets annually timed before the budget approval. Discuss what has been accomplished /needs to be/and make any adjustments to projected budget for city council process. Could help with credibility if City Council needs to approve the group.
- There are a lot of homeowners a block away even though they're not in the district. But are people that have invested in the area and are somewhat out of the loop. Reconfirmation that annually is good while resources are smaller. Supports more frequent connections and city council approved group as resources become more impactful.

Attendance

Lloyd-Holladay Working Group

Keith Jones	X
Owen Ronchelli	X
Ziggy Lopuszynski	X
Julie Gustafson	X
Tom Kilbane	
Willie Levenson	
Khanh Tran	
Emily Mandic	X
Kurt Craeger	X
Alison Wicks	X
Steve Day	
Matthew Henderson	X
Debbie Kitchen	X
Kristin Leiber	X
Minyana Bishop	
Jona Davis	

Guests & Staff

Amy Nagy	X
Sarah Harpole	X
Kiana Ballo	X
Jessica Conner	X
Josh Roper	
Gwen Thompson	
Thuan Duong	
Kate Piper	
Bev Keagbine	X
Kara Hamilton	