

**Lloyd-Holladay TIF Action Plan  
Working Group Meeting #6  
Go Lloyd Office, 700 NE Multnomah St 3<sup>rd</sup> Floor Conference Room  
October 21, 2025, 3:00 – 4:30 pm**

**MEETING PURPOSE**

The purpose of the meeting is to:

- Review final budget
- Discuss priorities for small business support
- Discuss governance models

**MEETING MATERIALS**

- Meeting slides

**INPUT SOUGHT**

- Confirmation of budget recommendations
- Priorities for small business support
- Approach for on-going governance

**DECISIONS or RECOMMENDATIONS TO BE VOTED ON**

- Final Budget
- Governance Approach

**UPCOMING MILESTONES**

- Next Working Group Meeting: Tuesday, November 18, 3:00 – 4:30, Lloyd Center Tower (825 NE Multnomah St, Portland, OR 97232)

**Meeting Summary**

(See also meeting presentation)

**Welcome, Introductions**

- Jessi Conner (PHB) welcomed people to the meeting and reviewed the agenda.

**Public Comment**

- Alex Morel - Executive Director of Dream Big City would love to help bring activation to the area. 9<sup>th</sup> and Taylor outdoor community center.

**Final Budget Review**

Jessi Conner (Portland Housing Bureau) and Sarah Harpole (Prosper Portland) presented the final budget with some slight adjustments from the last meeting to net out operational funds and reflect actual funds available for district investment. Prosper Portland's budget was reduced by approximately \$130,000 and PHB's budget was reduced by approximately \$1,000,000. This was necessary to reflect a consistent accounting methodology between the two agencies.

- *Question:* The number shown is the number available. No additional funds will be taken out for admin from this point?
- *Response:* Correct – these are the funds that are forecasted to be available for investment in the district.

Working Group members were asked to give a thumbs up or a thumbs down to approve the final budget.

All present provided a thumbs up to approve the proposed budget.

### **Small Business Support Priorities**

Sarah Harpole asked the working group about any directives they would like to see in the Action Plan to help prioritize how small business support funds are spent.

Sarah and Amy Nagy described how priorities can be used as criteria when vetting grant applications.

The Working Group provided the following questions and comments:

- No Vacancy proposal work is underway. Can No Vacancy somehow inform how these funds are spent? Areas of real estate to focus on? Could it help inform where to put the money geographically?
- Could we use the funds to help retain Lloyd Mall tenants and other existing businesses within the district?
- Prioritizing existing and/or legacy businesses might be a good idea.
- Concerned that small businesses that do exist might be driven out and that new businesses are not drawn to the district.
- Are there any projections for the rent in the mall to be going up?
  - At this time, the tenants in the mall are enjoying below market rent. The mall is likely going to close sometime in 2026.
  - There is a sense among tenants at the mall that if there was a commitment by mall ownership to invite more businesses into the mall, tenants would be willing to pay more.
- Business hub could be a retention strategy.

- Yrs 5-6 Consider allocations for demising large spaces in the later years, while always keeping retention as a goal.
- I would like to see us find another location for the hub to exist. Like in Walla Walla Washington (gives example)
- MLK/Weidler/Grand/Broadway are vulnerable areas
- Micro grants could be a strong program.
- I would like to see some of the large spaces broken up and used.
- It would be great to put the focus on retention in years 1-2 with other priorities added in years 3-4.
- Brief discussion about Rose Quarter rehab and public/private partnership.

## **Governance**

Sarah Harpole reviewed feedback on governance from the last meeting and outlined engagement needs and methods for input. Sarah shared three potential governance scenarios and asked the Working Group members to discuss their preferences and vote on a preferred approach.

- Scenario #1 - Ad Hoc Engagement that leverages existing district organizational infrastructure for feedback and reporting on Action Plan progress and budget priorities.
- Scenario #2A - Action Plan Committee that is a continuation of the existing work group (with options to augment membership) and is advisory to Prosper and PHB staff.
- Scenario #2B – Action Plan Committee that is vetted through a new application process and empaneled by City Council. The existing Working Group would sunset with the approval of the Action Plan.

The Working Group provided their initial votes:

- Vote for 2B
- Vote for 2A
- Vote for 2B
- Vote for 2A but could also go for 2B
- Vote for 2A and then ramp up to 2B in a few years when there is more money also recognizing that City Council is still finding their footing. Ultimately it would be good to have City Council invested in the process.
- Vote for 2A and then 2B at the right time.
- Start with 2A and go to 2B at the mid-cycle point.
- Vote for 2A and go to 2B

- Vote for 2B because there is more authority in a group that's been "officially seated" and City Council might listen more if the group had been appointed by them.

The Working Group discussed the merits of the hybrid scenario of starting with Scenario 2A and moving to Scenario 2B mid-way through the current Action Plan. This scenario was viewed as being more compelling for new members, would provide members an opportunity to on-board while the budget was still limited, and would allow the next committee to onboard in advance of the timeline to create the next Action Plan.

After a round of votes, group voted unanimously on this approach. Staff agreed to consider timelines and return with a proposal of when best to transition from the Working Group to a new Action Plan Committee.

### **Next Steps and Tour**

Amy Nagy (Prosper Portland) shared details about the District 2 City Council van tour in Lloyd on Wednesday, October 29<sup>th</sup>. The tour will be highlighting past TIF investments and future investment opportunities in the district, with a social hour with the working group from 4 -5 pm. The Working Group was encouraged to attend and use the opportunity share their perspectives and priorities directly with City Council offices.

### **Final thoughts:**

The Working Group was asked to provide any final thoughts, priorities, and advice to inform the drafting of the Action Plan ahead of the next meeting. The following perspectives were provided:

- Write the story that needs to be told before you write the action plan. Because there is a risk that the money won't look impactful immediately. But the story tells the long term vision.
- The redevelopment of the Lloyd Center is such a big piece of the puzzle, and it should come through as a significant part of the process.
- Agreed. Lloyd Center has huge potential to have a huge impact on the district.
- The community enthusiasm is not going to go away. I'd like to imagine that there will be some flexibility built into the plan going forward so the Lloyd support voices can be heard.
- Bottom line, there are 29 acres that are going to be redeveloped, and it is going to change the neighborhood. It's really important to keep those businesses around.

- The common thread is that there is so much opportunity in Lloyd. So much space and opportunity to develop. With the stadium, games, conventions, etc. we have a lot of opportunity to engage.
- It could put Portland "back on the map."
- We also focused a lot on the mall, but we don't want to forget that there is a lot of land south of the freeway.
- The Lloyd mall is such a big question mark. I'm looking forward to seeing what the Lloyd will become.
- Echoing that we do not forget about the whole district.
- We are the home of food carts. Some folks are looking forward to expanding.
- Add the context that this is a living document. We are working on this 5-year section, but there are future opportunities to be involved.

## **Attendance**

### **Lloyd-Holladay Working Group**

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

### **Guests & Staff**

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