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Subject: Wed - Jan 12 JD Merchants Meeting
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Hi all –

Thank you for coming and sharing your thoughts on Wednesday! Because I have added people that could not attend the meeting and I'm hoping that you forward this information to others that we may have missed, I'm starting with a quick summary of what this meeting was looking to accomplish and then I'll summarize general comments made. This was not a formal meeting with minutes, so please feel free to send corrections or additions as needed. You are also welcome to add additional comments here or through a separate email to this address. Once the city has hired the Community Development Director, this information will be passed on to that position.

If you were not able to attend the meeting, we want your comments as well. The more, the better. If you send comments, please indicate who you are speaking on behalf of.....an organization, personally, a community member, a business, etc.

We mentioned putting a survey together, so watch for that as well.

- The meeting was organized by Shannon Adair, City Councilor (also a member of the Community Development Committee), and Nick Green, John Day City Manager to gain insight from our business owners on how the \$1 million we received from the state for infrastructure and site connectivity improvements for the new Kam Wah Chung Interpretive Center should be spent, as well as additional topics as follows:
 - Showed video produced by our marketing consultant, Straw to Gold
 - Gave a brief summary of the upcoming projects that will begin
 - 2022 – sidewalks to the high school, 4th St repair, a new pool will get voted on it May and could start this year if it passes, construction on the new wastewater treatment plant will begin
 - 2023 – ODOT will be replacing the majority of the approaches on Hwy 26 and 395
 - Parking
 - Conceptual design and possibilities of a downtown pitstop
 - 2022 Main Street Revitalization Grant
 - Update on Tyler Sheedy's building
 - Growing Rural Oregon

Marketing videos:

- Two examples of what some of the videos that will be available on the city's new website when it goes live. These videos are intended to be a marketing tool for people wanting to visit and/or move to the area.
- A participant in the meeting mentioned that it wasn't showing John Day, but visuals of the county.
 - Discussed that these videos should show the city as well as the surrounding areas showing recreation
 - Another participant stated that showing logging and ranching would also be good

Parking and safety on the streets:

- Subject of biggest concern
- Walker Macy showed some slides with areas marked for potential parking
 - One of the areas marked was the Elk's Lodge parking lot – Nick had talked to Sandie Gilson when parking was first being discussed and was advised that parking in the lot shouldn't be a problem. Charlie Caughlin let us know at this meeting that it was never brought to the board and there could be some significant issues if it is posted as public parking. The parking lot is privately owned by the Elk's Lodge and any signage and or advertised use will need to be discussed and approved by the board prior to anything like that happening. It has been noted and the city will progress as requested in the future.
 - The fairgrounds parking area was brought up several times. Nick advised that a discussion would need to be had with Mindy to include that area before anything could happen there
 - Canton was brought up and is marked on Walker Macy's information. Several concerns discussed for pulling out onto the highway from Canton because of the lack of visibility to the west as well as difficulty with visibility to the east if there are any vehicles parked on main street
 - Parking at the angle was discussed
 - Thinking outside the box was discussed with ideas like how to use the space that the library currently owns through a lease (all just brainstorming thoughts) and/or purchasing the house on the west side of the street that is listed for sale to demo and use for parking
 - There will be additional parking at The PitStop (more on that subject to follow) but whether it's just a parking lot or has social space, there would only be room for 1 or 2 oversized vehicles at the most. It won't be difficult to pull in but it will be to get back out. No matter how it is finished, there will be several spots there for single vehicles.
- RV's and Semi's parking on Main Street continues to be of significant concern to most of the people at the meeting
 - Safety issues concerning visibility pulling on and off main street, safety for pedestrians trying to cross the highway at multiple intersections
 - Vehicles parking in areas that are not meant for parking (in front of DQ was mentioned)
 - Solutions asked for were restricting oversize vehicle parking on main street, no parking paint kept up on sidewalks, flashing lights for the crosswalk on Main Street next to Canton, better signage at intersection (pedestrian was recently hit there while trying to cross)

It was also mentioned that we need to include Angie Jones with the People Mover to brainstorm getting people around from parking lots to businesses

- Another possible solution mentioned was changing Dayton St to one way
- In any case, it is very apparent that we need better signage throughout the city for everything

The Pit Stop:

- This is the area on the South side of Main Street where the new public bathrooms have been built. Walker Macy presented some conceptual designs for this space that included 3 to 4 spaces for food trucks and/or other business opportunities, a firepit, some benches or tables, lockers for bicycles and space for a Christmas Tree as well as several parking spaces for single vehicles. The city is asking for feedback on this concept because it has been shown in other cities to have a positive impact on downtown areas – increasing activity and giving space a vibrant and energetic feel so that people will stop and walk around downtown. The spaces that could be rented out to businesses could be anything from food, to retail, to whatever an entrepreneur can dream up. The conceptual design also showed a kitchen that could be shared for varying uses.
 - Reminded everyone that this is a concept of what could be, not what is going to be. We are having these meetings to get feedback before decisions are made.
 - Concern about providing a kitchen space when all local restaurants have had to spend their own money to build their (very expensive) kitchens
 - Concern about competition to existing restaurants if food trucks go in
 - It was mentioned that when the Little Canyon food cart was in operation, it did not seem to decrease business to other restaurants but increased activity in the downtown area.
 - Concern regarding possibility of noise and how the households around this space might feel about that. Suggested that we include them in the discussion.
- There was much discussion on this subject and at the end we asked for a show of hands for people that wanted (1) just parking, (2) parking with a social gathering space or (3) parking with a social gathering space including food and/or retail spaces. With this particular group the majority raised their hands for option 2 and the least number of votes were for option 3
- We will continue to have discussions and gather information on this subject including a survey. This will happen very quickly, so watch for new information.

2022 Mainstreet Revitalization Grant:

- This grant has been used in the past for the purchase of the Weaver building (applied for and received by the City) and for Len's drug (winning application from individual applicants).
- This grant is once again available this year (2022).
- The city applies on behalf of individual applicants or the city can apply for the grant for an individual project that can be one property or a project that can impact several businesses (lighting, signage, storefronts, etc)
 - The participants at this meeting agree that having the city apply for a project that would positively impact multiple businesses would be the best choice
- Nick advised the group that the City of John Day has been invited to the National Main Street conference to present what we have accomplished here and is recognizing the progress and projects that are in the works or have been completed.
 - Tyler Sheedy gave an update on the Weaver building. He continues to move forward but is having a difficult time getting supplies....sometimes items being 3 months or

more out.

KWC Grant (\$1,000,000):

- This money is from the State of Oregon for infrastructure and site connectivity improvements for the new Kam Wah Chung Interpretive Center. Nick checked with the state and they agreed that it could be spent in multiple places throughout the city to improve the visitor experience, including but not limited to business facades, ada accessibility, lighting, signage and sidewalk improvements. The state is building the new Interpretive Center building.
 - Sidewalk repairs will be made in conjunction with the ODOT replacement of approaches in 2023
- The city will continue to come up with a formula for how much individual businesses will be able to ask for and how that process will work. That will happen quickly as the city now has the money, the process just has to be finalized.
- Some of the money will be spent on significant signage throughout the community.
- It is estimated that an additional 20,000 – 30,000 visitors will come to John Day once the Kam Wah Chung visitor center is built by the state
 - It was asked if traffic patterns had been studied for this project and the answer is yes. The city has had 2 studies completed in preparation for an influx of visitors
- We also asked the participants to consider what they want John Day to look and feel like and how we can tie designs together without telling people how to design the faces of their buildings
 - Is it possible to use current city consultants to help business owners come up with designs if they want help?
 - Can we use the work that Kim Randleas did a couple years ago?
 - We will continue to look at how this can be accomplished

Growing Rural Oregon:

- A new framework for supporting rural entrepreneurs created by the Ford Family Foundation
 - A portion of the Community Development Director's position will be paid for by this grant over the next 5 years and they will have access to their resources
 - John Day, Independence, Klamath Falls and Florence were the communities chosen to benefit from this program
- Oregon Rain vs GRO – they both assist entrepreneurs in rural areas in different ways. Oregon Rain has multiple resources to assist entrepreneurs including classes, connections to resources, etc and has a representative that serves a regional area. GRO will be run through the city and serves the businesses in the City of John Day. Both have value and can be used together.

In conclusion, please provide any additional comments you would like us to take into consideration including questions you would like to see on a survey. We would like to keep this conversation going and appreciate your input.

Thank you!!

Shannon Adair, City Councilor
Community Development Committee
Owner, 1188 Brewing Company

