

Rockwood International Marketplace
Meeting Agenda – Wednesday, October 1, 2003
Gresham City Hall – Springwater Trail Room

Welcome and Intros: suggestions and ideas...

Overview of where we are in the process: initial vision – long-term expectations for project; suggestions from September meeting: Open slowly – let vendors grow - do four or five weekend events in 2004 rather than 19 weekends – focus on special cultural celebrations, tie with existing events:

June: Rock Soup

July: sister city celebrations???

August: Cultural Celebration

September: Mexican Independence Day

Oregon Community and Economic Development grant: Requested \$66,150 received \$50,000 – two year grant – partnering with MHCC and Mercy Corps – grant funds are to be used for vendor training and outreach – scope of work meeting is tomorrow in Salem – work cannot begin until a contract is signed.

Discussion on timeline and process to contract for vendor outreach and assistance - \$19,000 available

Other grants pending:

NEA - \$51,000 for marketing and promotion of activities post start-up – awards not announced until April with projects to begin in June 2004.

Oregon Cultural Trust and Oregon Commission for the Arts – grants awarded up to \$7000 – Due on October 30th - input needed on focus of application...marketing??? Outreach???

Public Welfare Foundation: Joint grant for International Marketplace and Bi-lingual Job coach institute – \$38,000 request: \$10,000 for the Institute - \$28,000 for the marketplace

Survey activity: Rockwood Neighborhood Audits – Dina, Joan, Krystin and Brenda – report from sub-committee attached

Resources – demographic and feasibility study data – Disposable income research findings – Disposable income over-all has grown in region – (Joe Cortright – area economist and Oregon Center for Public Policy – Silverton) High end income continues to rise – lots of disposable income from the top percentage of incomes in state – sales of high end items – art, boats, RV's expensive cars, etc. is rising...families with school aged children are experiencing a reduction in disposable income due to rising costs for school related activities and functions. – but the region is experiencing a decline in number of

families with children and an increase in those in the high earning categories. Retail opportunities are strong right now – witness new construction of two malls in Washington county...

City of Gresham/county issues:

City received a \$1 million grant for development – low and middle income - \$1 million in Development Funding - The city of Gresham will receive \$1 million from the U.S. Department of Housing and Urban Development for local community development projects. The block grant awarded to the city of Gresham provides services to as many as 2,500 low- and middle-income residents. The funds will be used for developing supportive housing for individuals with disabilities, housing rehabilitation, and improvements to streets, sidewalks, and a community park.

- Update on licensing – Market will get its own business license – vendors will not have to have their own...
- Fire Department regulations – meeting is needed with city folks about consistency with outdoor markets and booth spacing/canopy issues
- Food Handling permits/commercial kitchens – OAME – churches and assisted living centers other local options with kitchens that may be underutilized and available

Regional Investment Board grant – Urban Design – project elements – Rebecca Ocken is city point person on project – requesting approval for change in scope of work – this was approved at the September 15 RIB meeting. RIB funding has been cut by 2/3's for the next biennium... also will be tied to high expectations for new job creation

Urban Renewal – November election – implications for Marketplace project...67% approval rating via recent survey

Organizational issues: Gresham Sister City umbrella/other existing group or create a new 501 c3 organization – Ken and Lily – more information needed regarding expectations and what it will take to run a marketplace.

Artist Data Base – growing, but we need to be adding to this each month – outreach to artists/vendors

Site determination and process to secure – sub-committee requested: to meet once a month to help develop options/strategy - any volunteers???

Next Meeting: November 5, 2003 – discuss possibility of meeting at 4 PM instead of 3 PM – requested by Sister City Association...

Background information from prior meetings....

Sites under consideration and site criteria:

Site Criteria	VP	KP	FM	T's	A's	P/R	V/L
Available Space							
Outdoor space	x	x	x	x	x	x	x
Storage space		?	x		?		
Parking nearby (400 spaces)	x	x	x	x	x	x	x
Loading/unloading area	x	x	x		x	x	x
Visible from MAX		x	x	x		x	x
Adjacent retail		x	x	x	x	x	x
Adjacent housing	x	x	x		x	x	x
Community garden possible	x	x	x				x
Sports/athletic events possible	x	x	x				x
Education/teaching venue possible			x				
Can attract development			x				x
Community and political acceptance	x	x	x	x	x	?	?
Ability to acquire property							
Ease of access for customers	x	x	x		x	x	x
Potential for good design/layout	x	x	x				x
Restrooms/ability to bring in portapots	x	x	x	x	x	x	x

VP = Vance Park

KP= Kaiser Permanente parking lot – weekend only

FM = Fred Meyer building and lot – highest and best potential

T's = Tacho's parking lot –

A= Albertson's – 181st & Glisan

P/R = Park and Ride on Burnside

V/L = vacant lot – 172nd & Burnside

Space Design Requirements:

All phases: adequate ingress and egress – within sight and easy walk of Ruby Junction or Stark street MAX stations, relief from all asphalt – landscaping, grass, not a bare parking lot.

Phase 1 – outdoor weekend market

Phase II – indoor and outdoor space

Phase III – fully developed 6-7 acre site – multiple uses and housing, community center, co-located social services

Parking requirements: percent that will drive vs. take MAX ???

400 spaces/minimum recommendation

Strengths:

- Location on MAX line
- Ability to tie in with Gresham Farmers Market and PDX Saturday Market
- Ties to IRCO and Mercy Corps – also OAME and State Economic Development
- # of people in area that live in apartments – will seek a public plaza for entertainment and to meet with neighbors
- Fosters existing entrepreneurial spirit in community
- Many crafters – proud, self-sufficient, ethnic pride – natural tendency to be vendors
- “not too sexy or up-scale” will not intimidate artists from other cultures – entry level and beginners can participate
- Rockwood’s designation as distressed will help get new funds and interest in project

Weakness:

- Image of area
- Weak response from potential vendors
- Planning team/lack of engagement
- Businesses leaving Rockwood
- Tricky balance – prejudice in community – presumption that it will be only for Hispanics due to Rockwood location – need to engage Germans, Swedish, African, Asian
- Lack of funding
- Low level of disposable income in surrounding area
- Lack of a solid plan

Opportunities:

- Fred’s building being available
- Energy building from Rockwood residents
- Involvement of faith-based groups and organizations
- Multi-cultural awareness
- Rockwood residents passed Measure 26-28 – only east county area to do so – shows a level of caring
- Urban Renewal potential
- Increased visibility for Rockwood over-all
- Tourist hook to the Gorge and Mt. Hood – capitalize on this
- Benefits to surrounding businesses
- Focus on importance of buying local – trend is on the rise to support diversity and local vendors

Threats/barriers:

- Competition for vendors – other markets

- People not feeling included
- Pan Handler appeal
- Safety issues
- Not a grass roots movement - Energy not coming from the community

Rockwood Survey/Data Analysis Strategy:

Joan Pasco - ECOS, Brenda Butler – Weed and Seed, and Dina Dinucci – sub-committee of the International Marketplace Planning team – meeting on Tuesday, September 16, 2003.

Over arching goal: Coordinate and collaborate on data collection and community outreach. Share research and collaborate on timing and strategy to maximize efforts of all east county data collection.

Data Collection Strategy Ideas:

Create a master plan/strategy for what planning data is/will be needed and the best way to gather this data. Establish a timeline for collection. Consider a request for a PSU Capstone project to do baseline collection and a three-year follow-up.

Make data collection activity a positive exercise and means to bring the community together.

When possible, use young people to do person-to-person survey work – people are more responsive to kids than adults.

Use and analyze all existing data prior to gathering new data.

Current informational wish list:

Neighborhood Audit on services needed, versus what is available – to include barriers to accessing needed services

Community Asset study – identify skills and attributes/talents and hobbies of area citizens.

Family recreational needs and habits

Identification of area artists, crafters, musicians, and food vendors for outdoor events

Percent of transitory versus permanent residents – and validation of the perception that most citizens in Rockwood are temporary residents

Measurement of satisfaction with community and what is valued about living in Rockwood/east county