

Rockwood International Marketplace
Meeting Agenda – Wednesday, September 3, 2003
Gresham City Hall – Springwater Trail Room

Welcome and Intros: Marketplace wish list: Name one activity/interest/focus you would expect to be included in the marketplace -- also, tell us about any input/contacts with vendors/any new people that may be interested in getting involved

Overview of where we are in the process: initial vision – long term expectations for project; grants still pending – Community and Economic Development – partnering with MHCC and Mercy Corps - \$62,000 for vendor training and outreach; NEA - \$51,000 for marketing and promotion of activities post start-up – awards not announced until April with projects to begin in June 2004.

Media coverage: The Business Journal did an article in their on-line version...August 22, 2003. Oregonian ran an item on August 28th – Thursday Weekly section

New discussion items:

Rockwood Neighborhood Audits – Dina and Brenda – Possibility of adding survey data about the marketplace???

Vendor List: Report on August 17 Rockwood Cultural Festival, Homowo African Cultural Festival, other outdoor venues and vendor feedback...

Ethnic contact list: Add: Czech web page: www.czechsocor.com

Resources – demographic and feasibility study data – review of process to date – work on Strengths and Challenges – **strategy to mitigate challenges**....discussion...

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

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

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 will be discussed at the September 15 RIB meeting.

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

Artist Data Base – 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: October 1, 2003 – discuss possibility of meeting at 4 PM instead of 3 PM – requested by Sister City Association...

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