

Joint CEIC Land Use + Urban Development, Merchants + Makers Committee Meeting
featuring Prosper Portland.
February 8, 2022, 3-4:30pm via Zoom
Meeting Minutes

Committee Chairs: Peter Finley Fry, Todd DeNeffe, Bridgid Blackburn, Puji Sherer
Guests: Berk Nelson, Amy Nagy - Prosper Portland
Staff: Kate Merrill Nyla Clark, Avery Morris

Welcome & Introductions

PFFry welcomes the group to the meeting. TDeNeffe, co-chair of Land Use Committee and BBlackburn and PSherer co-chairs of Merchants + Makers committee introduce themselves. TDeneffe shares that the goal of today's meeting is to share info about the CEID's Urban Renewal Area. The CEID URA is sunsetting, and Berk Nelson & Amy Nagy are here from Prosper Portland to talk about what resources from the URA are currently available to support CEID Businesses.

Prosper Portland work in the CEID

Amy Nagy, Development Manager at Prosper Portland introduces their work and the Urban Renewal Area. Berk Nelson shares about Prosper Portland's work. He begins that Prosper has a number of opportunities for Small Business Support including:

- **Safety & Houselessness support:** Prosper helps to coordinate between bureaus and have heard that garbage mitigation and storefronts & activations are programs that will be effective to support safety and cleanliness. Currently they are coordinating between CCC Clean Start, PPB, and the BES. They have worked to relocate tiny home villages away from the ODOT/Workshop blocks, to use for future activations.
 - Block A: My People's Market Summer 2022, Block B: pending, Block C: relocating village Spring 2022.
- **Inclusive Business Resource Network:** Programs that provide 1:1 business support and coaching
- **Shop Local Campaign & Social Media:** ANagy shares that this launched 1 year ago, and are working with CEIC, PBA, venture Portland, PBA, Bricks Need Mortar to support their efforts. They have launched a website, ShopSmallPDX, that is a small business directory and an events/activations event page. They currently have a couple thousand businesses signed on to their directory.
- **Central Eastside Tax Increment Financing (TIF) District:** TIF grants and loans can be used to help rehabilitate or build, for property acquisition, and for project-allocated administration. These dollars are primarily "sticks & bricks" funds that can be used for physical improvements. An example is CEID business Ice Queen using TIF funds to expand their retail space.
- **Grant & Loan Programs:** One is a business repair grant to help with damage to doors, windows, vandalism up to \$10,000. This was initially funded by TIF but now has additional City general funds to ensure its longevity. Prosper also had a variety of loan products for larger programs and improvements.

BNelson encourages the entire network to contact him with any questions and to pass along this information to other small businesses.

Merchants + Makers Community Survey

BBlackburn shares the results of the M + M community survey. The survey reached 23 respondents, who represented a broad range of stakeholders in the district. The two primary concerns expressed were cleanliness and safety, followed by interest in continued use of the right of way for businesses, such as street activations and the healthy streets program. Other concerns included empty storefronts and interest in placemaking and promotional programs. She continues by asking BNelson how prosper programs can help with these concerns.

BNelson begins by saying that the Homeless and Urban Camping Impact Reduction Program has stepped up their efforts to remove camps, and that he has heard from other bureaus that they are trying to collaborate for cleaning, but this is hard because cleaning falls under many jurisdictions. BNelson continues that for storefront activation, Prosper has funding available for activations in vacant storefronts. ANagy adds that this is City Budget season, and this year the city has more APRA funding to allocate. Prosper has asked for some of those funds to use for activations and re-tenanting to help businesses move and provide technical assistance for commercial leasing.

Public Comment

The group discusses RV camping and the challenges with reporting, cleaning, and communicating with long term RV's parking in front of businesses. BNelson shares that this is a jurisdictional problem between PPB & PBOT, and he encourages everyone to appeal directly to PBOT for help. Specifically, the area around Hygeine4All, City Liquidators, and the areas under the Hawthorne & Morrison bridges are hot spots for RV camps. The group discusses getting a grant to improve the built environment or offer outreach/safety in this area, which could be possible through TIF funds. ANagy says that Prosper can help coordinate between different jurisdictions here. She suggests a community livability grant for up to \$3,000, for landscape improvements. The group discusses lighting and charging stations, and broadly agree that lighting will be key to improve the safety conditions. TDeNeffe asks about the process of navigating applying for these grants + programs. BNelson responds that people should first email him, and he will refer to the person at the correct program within Prosper Portland. This person will support with the grant or program application, and meet via phone or Zoom.

KMerrill brings up potential for pop-up activations in the coming year and asks the group to please volunteer any ideas. She has heard about startups needing space, but wanting to be better connected to existing businesses. The group discusses safety concerns for temporary businesses, and ANagy clarifies that this is a Prosper program where they can support if businesses are interested in hosting popups, by helping to connect with artists for popup shows, performances, etc. This program does not have dedicated funding at this time but they are seeking it. For businesses looking for retail space the Inclusive Business Resource Network can help to secure retail space. This includes business plan help, and referrals to the Lewis and Clark Small Business Legal Clinic support.

ESD Renewal

KMerrill shares that CEIC is in negotiations for the renewal of the Central Eastside Together Enhanced Services District now, and will go before City Council at the end of April for a council hearing. The comment portal about the enhanced services district is open now, and Council & CEIC is counting on public input to help shape the contract and drive the discussions. There are a number of public listening sessions and forums for public comment available in the coming months, and CEIC will ensure that the community is made aware. KMerrill continues that CET is a great tool for the recovery and the regeneration of the Central Eastside and is a great opportunity to address concerns raised during this meeting.

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Helpful links from today's meeting

- [Prosper Portland Community Livability Grant](#)
- [Prosper Portland Business Repair Grant](#)
- [ShopSmallPDX](#)
- [Prosper Portland Page about Central Eastside Urban Renewal Area](#)
- [Prosper Portland Business Finance Programs](#)
- [Prosper Portland Inclusive Business Resource Network](#)
- [PBOT Healthy Businesses Permit Program](#)
- [City of Portland page about the Central Eastside Enhanced Services District, Central Eastside Together](#)
- [Central Eastside Together services information](#)
- [Homeless & Urban Camping Impact Reduction Program](#)