DOWNTOWN REVITALIZATION COMMUNITY ADVISORY COMMITTEE

APPROVED MEETING MINUTES
FOR MARCH 4, 2026

PRESENT: Chair Frank Bubenik, *Council President Valerie Pratt*, *Brian Carney*, Cathy Holland, Chris Brune, Christina George, *Christine* Tunstall, Cosi Slider, Janet Steiger Carr, Jilian Saurage Felton, *Kaiden Edwards*, Skip Stanaway

ABSENT: Vice Chair Christen Sacco, Armando Serrano, Beth Dittman, Janine Wilson, Kelsea Ashenbrenner, Steve Chao, Susan Noack

STAFF: Aquilla Hurd-Ravich, Quin Brunner, Sid Sin

GUESTS: Tudor Bertea

Italicized members are alternates. Alternates are invited, but not required, to attend every meeting. Alternates are listed when present but not when absent.

CALL TO ORDER

Chair Bubenik called the meeting to order at 6:00pm.

Chair Bubenik shared that Charlie Sitton resigned from the CAC, citing time commitment. He also announced that Vy Chao was made an alternate to Steve Chao. He recapped the February meeting, thanking members for providing robust feedback on the first batch of Civilis recommendations, and previewed the meeting agenda.

HOUSEKEEPING

1. Binder Update – Quin Brunner, Urban Renewal / Economic Development Policy Analyst, distributed binder materials. These included an updated roster, a summary of the recommendations outlined in the Downton Market Study prepared by the Oregon Consulting Group, and a copy of the full Downtown Market Study.
2. Approval of Minutes – Chair Bubenik introduced the minutes from the CAC meeting on February 4, 2026. The minutes were distributed via email on February 25, 2026. One member submitted an amendment.
    - **Motion to approve the minutes as amended:** Cosi Slider
    - **Second:** Christina George

- **In favor:** Vice Chair Christen Sacco, Council President Valerie Pratt, Armando Serrano, Beth Dittman, Chris Brune, Christina George, Cosi Slider, Janet Steiger Carr, Janine Wilson, Jilian Saurage Felton, Skip Stanaway, Susan Noack
- **Opposed**: None
- **Abstention:** Frank Bubenik, Cathy Holland, Christina George

3. Group Photo – Postponed until April.

REVIEW SCORED RECOMMENDATIONS

Quin Brunner displayed the repository of recommendations, scores, and comments, explaining how input provided during scoring activities was being captured and stored. He flagged a handful of additional comments added by members since the last meeting (in green), emphasizing that the repository is a living document designed to capture the varied perspectives represented on the group. Quin previewed the opportunity for CAC members to submit their own recommendations, have them considered by the group, and included in the repository. He shared this would likely be on the agenda in a few months, after all Sustainable City Year Program recommendations are processed.

SCORING ACTIVITY

Recommendations (Civilis, OCG), scores, and comments are summarized on the following pages. See the Downtown Tualatin Identity Study and Downtown Market Study for reference pages. Scores reflect the average of all responses and are on a scale of 1 to 5. CAC members reviewed recommendations 1.17-1.23 and 2.1-2.9 during this meeting.

Recommendation 1.17 – Create a festival street.

Reference page 48 (Civilis), shared use public event space.

Festival streets are designed to be periodically closed to traffic. They provide a venue for large-scale community events while limiting inactive hardscape during regular use. Civilis specifically identifies the western segment of Nyberg St, from the splash pad to Boones Ferry Road, as a viable location for a festival street.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
4.50	4.25	4.00	4.50	4.58

CAC Discussion

- A festival street should extend to the Commons. If at this location, the splash pad would be a logical anchor.
- Festival streets serve as pedestrian connectors; this site may be a bit constrained.
- Regardless of location, it will be important to ensure businesses along the festival street are not negatively impacted by road closures for events.

- Activities held along a festival street, like a farmers' market, are terrific strategies to get people involved who do not have a storefront. A wine festival and a festival of lights were raised as specific programming ideas.
- Shortly after the Commons was built, a farmers' market was held on this section of Nyberg Street. It worked well and the adjacent parking areas made it accessible.

Recommendation 1.18 – Create a food cart pod.
Reference page 49 (Civilis), food cart pod.
Community members have consistently identified a food cart pod as one of their top priorities for downtown. Civilis highlighted the white parking lot as a natural location for food carts, along the pedestrian walkway stemming off Boones Ferry Road.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
3.91	3.64	3.00	4.00	4.18

CAC Discussion
- A food cart pod would be a compelling draw for high school students. They have short lunch breaks and often get lunch as a group. Having a variety of options concentrated in one location would be ideal.
- Pickleballers are another user group likely to patronize food carts. They are hungry after playing but do not want to go to a sit-down restaurant.
- Food carts are reliably attractive to people from outside the area, and we have identified bringing people to downtown as a priority.
- Care should be taken to ensure a food cart pod is done right. They should be clean and visually consistent with the rest of downtown. Execution is critical.
- The Canby and Oregon City pods were raised as positive examples. They both have a central bar, are clean and well-organized. West Linn and Hillsboro were also referenced positively.
- Parking is important to people investing in food carts. Customers need to be able to park on site or to make a very short walk. The Beaverton pods were referenced as an example with high demand but inadequate public parking.
- Food carts are great for start-up businesses. How do we provide additional support to entrepreneurs to increase their chances of success?
- It will be important not to oversaturate the market, we do not want to put pressure on brick-and-mortar dining establishments.
- What is the goal of having a food cart pod instead of something else? Is it in preference to a larger park, a building, to parking? As a developer, every 'yes' is a 'no', we should be able to articulate why we would choose food cart pods over something else.
- Investors should pick the location, not the City.
- If we allow a food cart pod downtown, we should allow something similar in the industrial area.

Recommendation 1.19 – Design spaces and activities to appeal to all ages.
Reference page 49 (Civilis), all ages friendly.
Civilis recommends designing elements for specific age groups while ensuring universal accessibility. Examples of elements with targeted appeal include the splash pad for children, hangout spots for teens, and interactive art/furniture for adults. Creating a baseline of accessibility – through readable wayfinding text, even walking surfaces, and good lighting – are suggested methods to ensure everyone can come together.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
4.45	3.83	3.50	4.42	3.92

CAC Discussion

- Existing spaces designed for people of all ages have received positive feedback.
- Some suggested elements include playground equipment by the splash pad, exercise equipment along the trails, and benches throughout.
- Artwork throughout the Commons, especially around seating areas, would serve to advance this goal. Specifically suggested were murals that change color in the rain, tactile art, and descriptive signs that link to an online passport.
- Making the Commons an attractive area where people come to hang out is key. The social aspect will make the Commons a desirable place to be.

Recommendation 1.20 – Showcase existing uses with "improve what you have" programs.
Reference pages 50-52 (Civilis), showcase what is already active.
Three examples Civilis provides of "improve what you have programs" are a window improvement program, paint improvement program, and exterior seating program. These are generally administered as small dollar matching grants, using TIF dollars to support tenant improvements.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
4.55	3.91	3.91	3.82	4.82

CAC Discussion

- This strategy is a great way to mitigate displacement of existing businesses.
- It helps tie the whole downtown together, promoting a unified look-and-feel.
- This program should be open to building owners, in addition to business owners, to encourage redevelopment of multi-tenant properties.
- This tool is one of the best available to give back to the community, facilitate change, and to build relationships between the City and existing business/property owners.
- Beaverton has successfully deployed this strategy recently.
- It would be great if this program also funded improved signage.

Recommendation 1.21 – Install temporary retail incubators.

Reference page 53 (Civilis), temporary retail space.

Temporary retail spaces are recommended to help activate underutilized space in areas with high foot traffic. They could be City-owned and use a "percentage rent lease" model to support emerging retail businesses. Civilis sees this as a potential tool to conceptually link Riverfront Park to the lake.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
4.17	3.92	3.75	3.50	4.33

CAC Discussion

- Having different businesses rotate through would be a draw, encouraging shoppers to return and see what has changed.
- In northwest Portland they do pop-up booths around the holidays, which are very popular. In DC, every transit stop is surrounded by booths like this. Hosting season-specific markets in fixed booths is another model that has been effective elsewhere.
- Reserving some booth space for high schoolers or other young entrepreneurs would be a terrific way to support emerging businesses.

Recommendation 1.22 – Pilot a Swiss style cooperative housing model.

Reference page 53 (Civilis), Swiss style cooperatives.

Partnering with a non-profit housing developer to create Swiss style cooperative housing is recommended as an innovative way to balance ownership and affordability. In this model, residents purchase a share of the building when they move in, which gives them a vote on all matters of building governance. They pay relatively low rent, and their building shares are purchased back at the original price when they move out.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
3.10	2.73	2.58	2.83	2.73

CAC Discussion

- There are two modelss:
    - Land trusts. Each unit is located inside a land trust operated by a nonprofit, which restricts the sale value in the future. The owner can make a limited amount of equity per year but they own the condo.
    - Building corporations. Similar to the New York co-op model, a resident would buy shares of a corporation, which gives them the right to live in a particular condo. The corporation is responsible for building upkeep. Income restrictions on the next person you sell your shares to make this an affordable housing model.

- These models are not time-limited, people can live in a unit as long as they want. There may be some natural turnover as familiar grow, but how do we ensure there is a reliable supply of affordable housing well into the future?
- In downtown, the City could look to facilitate a project like this on the catalyst site.
- Are there developers that will build this? In Oregon, most of this style of ownership is in townhomes. High-rise condos are not being built right now. In our region, Proud Ground manages hundreds of units in a land trust.

Recommendation 1.23 – Pursue single stair housing development.
Reference pages 53-54 (Civilis), single stair.
Single stair housing allows for apartments to be built above retail space with less of a ground floor footprint and more rentable space. This model has only been recently allowed in Oregon and the City's role in advancing this priority would likely be limited to a code update and possibly providing incentives.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
3.17	2.83	3.25	3.10	3.08

CAC Discussion
- In removing the need for double-loaded corridors, single stair developments allow for more cost-effective development and added density.
- Ensuring code allows for this option invites additional creativity in project designs.

Recommendation 2.1 – Create and distribute a Tualatin one-pager.
Reference pages 18-19; 48 (OCG).
Telling the story of Tualatin through a visually appealing and widely circulated flyer helps to cultivate a shared identity among existing community members, and attract prospective residents, business owners, and entrepreneurs. OCG prepared an example (Appendix A, pp48). The City already maintains a City Profile, which serves a similar purpose but is not widely distributed.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
3.18	3.60	3.11	3.10	4.36

CAC Discussion
- This material will be useful if it answers the question "what is Tualatin famous for?" or "why would someone come to Tualatin?" It will be necessary to use some discipline to define the elements that make us distinctive. It could be valuable to coin a tag, like "gateway to wine country," that succinctly answers this question.
- There is value in having shared language, a disciplined "why," but there is also value in leaving room for the messaging to be tailored seasonally, or to different audiences.

- The opening of the Riverfront Park water access will bring in lots of external visitors, offering an opportunity to promote other downtown amenities. A pamphlet could be helpful in this context.
- There may be limited value in a leaflet but a digital profile or tourism landing page could be more impactful. Adding QR codes to one-pagers could provide a gateway to a digital profile.

Recommendation 2.2 – Create a digital roadmap highlighting Tualatin's key attractions.
Reference pages 18-19; 49 (OCG).
Premade itineraries make it easy for prospective visitors to plan a trip to Tualatin. By highlighting nature-related attractions, community areas, and shopping destinations these materials could prompt regional visitors to turn an errand run into a day trip. They could also be distributed beyond the metro to get people thinking about Tualatin as a destination. OCG prepared an example roadmap (Appendix A, pp49).

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
4.00	4.08	4.00	4.33	4.50

CAC Discussion
- Any way we can market the city is a good idea.
- The choose-your-own adventure format is appealing and could be enhanced by a live calendar that builds unique community events into itineraries.
- Promoting local businesses and public amenities together makes the draw increasingly compelling.
- Tailoring itineraries to how someone is moving – walking, biking, paddling – would be a unique way to market to visitors that emphasizes Tualatin's unique assets.

Recommendation 2.3 – Revamp the City's website.
Reference page 30 (OCG).
Providing an easy-to-navigate hub for community information is foundational. The City has nearly completed its website revamp and will be launching a new design in the coming months. This will elevate the new brand, offer a modern and intuitive layout, and provide an opportunity to ensure all information is up-to-date and reliably maintained.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
4.09	4.36	3.64	4.18	4.55

CAC Discussion
- The Arts Committee is excited about the new website. They are preparing to develop content about the City's art installations, laying the foundation for launching an arts passport program.
- Our messaging about Tualatin should emphasize that this is a great place to own and have a business.
- A unified event calendar, including those organized by community partners, would be an asset for both residents and visitors.

Recommendation 2.4 – Conduct targeted marketing campaigns, aimed at attracting visitors.
Reference pages 30-31 (OCG).
Targeted marketing involves identifying a specific audience and producing tailored messaging with them in mind. OCG prepared an example *persona*, the Smith family, which they invoked throughout the report to show how specific actions would appeal to their imagined audience. This is something we could do by reliably producing content showcasing Tualatin's attractions, particularly local businesses, and partnering with larger, interest-based accounts to share it more widely. @tualatinvalley does this well.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
4.45	4.09	3.64	4.18	4.45

CAC Discussion

- No comments.

Recommendation 2.5 – Host an annual Winter Fest.
Reference pages 20-22 (OCG).
To get people downtown in the dark months, OCG imagines an annual event on the Commons in December. This could include a tree lighting, raffle, food trucks, cocoa/cider tent, and live music performances. This would be a natural tie-in with the light parade.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
4.36	4.42	3.92	4.25	4.75

CAC Discussion

- Any event like this is a no-brainer. It gets people to start seeing the Commons as a downtown.
- For high school students, it would be great to have an event that breaks up routine and brings people together in the winter.

Recommendation 2.6 – Host biweekly Movie Nights at the Commons.
Reference pages 23-25 (OCG).
Regular summer movie nights provide a predictable and low-cost opportunity to gather. OCG identifies theme-nights as a strategy to attract different audiences, partnerships with local businesses to encourage patronage, and the addition of food carts / vendors to enhance the experience.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
4.64	4.58	4.17	4.42	4.58

CAC Discussion

- The City used to host movie nights and they were exceptionally popular.
- Movie nights used to be held near the Grange. Now, it may make more sense to hold them near Veteran's Plaza. Movie nights also do not have to all be in one place. We could use the event to introduce people to different spaces and businesses downtown.
- It will be important to be super clean with these events, and to ensure they are accommodating of those living downtown (not too noisy or too late).
- Events like this come with work. If movie nights are restarted, the City needs to be prepared to support them with staff time.

Recommendation 2.7 – Organize monthly Lake Nights throughout the summer.

Reference pages 32-35 (OCG).

A monthly festival aimed at bringing residents and visitors together on the Commons. Programming proposed by OCG includes concerts, pop-up food carts, a maker village, and a 'water glow parade' which encourages attendees to float lanterns and paper art on the Lake.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
4.50	4.58	3.83	4.17	4.58

CAC Discussion

- Great idea, we used to do this. Staff capacity will be necessary to sustain.
- Add local theater and comedy to the programming slate.
- Existing entertainment organizers may be able to help identify local talent to spotlight.

Recommendation 2.8 – Establish a weekly Farmers' Market.

Reference pages 36-39 (OCG).

Increasing the frequency of Tualatin's farmers' market is essential to generating a regular user base. OCG proposes some potential locations, best practices, and startup strategies to support the creation of a weekly farmers' market.

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
4.55	4.25	4.25	3.92	4.25

CAC Discussion

- We should avoid reinventing the wheel. Consult with the organizers of successful farmers' markets in the region and follow a proven model.
- When held previously, the farmers' market was run by volunteers. Volunteers get burnt out when not supported by staff. Volunteer coordination for Viva Tualatin was raised as a positive example.
- Members have attended markets that remain very active between Thanksgiving and Christmas.

Recommendation 2.9 – Establish a downtown business association.
Reference page 26 (OCG).
A familiar recommendation, OCG outlines potential functions of a downtown business association. These could include improving business to city communication (voicing concerns, communicating events), promoting downtown as a business/tourist destination (running cohesive ads), improving access to grants for businesses (promoting opportunities, hosting workshops, and providing application assistance), and improving business retention (through a professional/peer support system).

To what extent would this recommendation help to make downtown…

A Vibrant Mixed-Use Area	Distinct & Magnetic	Environmentally Sustainable	Navigable & Safe	Supportive of Business
4.09	4.00	3.45	3.82	4.73

CAC Discussion

- If we want a downtown business association, it could be set up as a Chamber committee. This would be more efficient than having two organizations competing for membership.
- Downtown business owners should have the ability to participate in a downtown business association without becoming members of the Chamber.

DOWNTOWN UPDATES

Sid Sin, Urban Renewal / Economic Development Manager, shared that the consultants studying the Tualatin-Sherwood Road and Boones Ferry Road intersection would be presenting an update to the City Council on March 9th. He announced that the firm David Evans and Associates was selected as the owner's representative for the Riverfront Park project and that design work is slated to begin in the late summer/early fall. Staff (Sid and Quin) are preparing a Metro 2040 grant application to fund the third phase of the downtown revitalization project, specifically the urban design framework and design standards update. Sid invited CAC members to the final presentations of the University of Oregon Architecture Design Studio students, which are scheduled for next Friday, March 13th.

WRAP UP, LOOSE ENDS, PREVIEW OF NEXT MEETING

Chair Bubenik previewed the next few CAC meetings and encouraged members to attend the March 13th event. He expressed gratitude for members' participation and encouraged continued engagement. Council President Pratt emphasized the value of the input from the group's two youth members.

ADJOURNMENT

Meeting adjourned at 7:54pm.

Respectfully submitted,
Quin Brunner
Policy Analyst