

## **Meeting 5 – Urban Renewal Task Force**

### **Re: Town Center Urban Renewal Feasibility Study**

Staff presented the draft ballot measure Caption, Question and Summary.

Caption: There was a consensus recommendation to use the terminology “urban renewal” instead of “tax increment financing”. Urban renewal has been very successful in Wilsonville and the electorate is familiar with this term. The word “tax” makes people think it is a new tax and, therefore, can be confusing.

Summary: It was recommended that paragraph 2 of the summary be rewritten in clearer language. Elaine offered to provide alternate language for consideration. Recommended that the statement that the development in the Town Center would not happen but for the ability to fund projects with urban renewal. It was also recommended to move the project list to earlier in the summary and to make sure to state that the projects are not limited to this list.

Explanatory Statement: The Task Force did not have a lot of time to review the Explanatory Statement. They provided the following input:

- Make sure that the language about private development was clear that the city would not be subsidizing developers.
- The \$190 million in funding was available over a period of time, not at the beginning of the urban renewal area.
- The information talks about the life of the district - be more clear about what that is.

Staff presented the Communication Plan for the ballot measure. They provided the following input:

- Will the information on social media be interactive: will someone be responding to posts?
- Make sure everything you say has been cleared by the Secretary of State.
- The timeline for Secretary of State review is fairly lengthy, so make sure to give yourselves enough time.

Consultant team presented the Feasibility Study. There were no questions nor comments. The Task Force members in attendance voted to send the Feasibility Study on to the City Council with one abstention (TVF&R) and the remainder affirmative votes.