



## **COBURG CITY COUNCIL ACTION/ISSUE ITEM**

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**TOPIC: Resolution 2020-18, Endorsing the Coburg Community Economic Development Committee to Participate in the Oregon Main Street (OMS) Program.**

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**Meeting Date: September 8, 2020**

**Staff Contact: Megan Winner, RARE AmeriCorps Participant**

**Contact: 541-682-7862, [megan.winner@ci.coburg.or.us](mailto:megan.winner@ci.coburg.or.us)**

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### **REQUESTED COUNCIL ACTION**

Approval of Resolution 2020-18, Oregon Main Street (OMS) Program Support.

Suggested Motion: ***I move to approve Resolution 2020-18, Endorsing participation in the Oregon Main Street Program.***

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### **POLICIES OR CITY COUNCIL GOAL(S) ADDRESSED**

City Council Goal #1 - Livability, Health, and Vitality

City Council Goal #6 – Economic Development

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### **HISTORICAL**

In February of 2020 the City Council set a workplan for Livability, Health, and Vitality and Economic Development that included the following objectives:

- a)** Continue to develop strong relationships with community partners and to support community festivals and events
- b)** Continue to investigate participation in Main Street initiative
- c)** Develop, participate, and provide leadership to community economic development efforts and establish workplan
- d)** Work with community partners to identify natural lead organizations for elements of economic development and work in partnership to implement workplan

In January of 2020, the Coburg Area Chamber of Commerce convened the Coburg Community Economic Development Committee (EDC) in partnership with the City of Coburg. At that time, the purpose of the EDC, comprised of local and regional partners as well as residents, was to identify and prioritize goals then develop a workplan. In March of 2020, the EDC was put on hold due to the global COVID-19 pandemic. On July 22<sup>nd</sup>, 2020 the EDC reconvened and began discussing the Main Street Program. The City of Coburg has been in Tier 1 of the Program for several years but was not previously ready for further implementation. On August 12<sup>th</sup>, 2020

the EDC decided to move forward with Oregon Main Street and submit an application for Tier 2 of the OMS Program, titled Exploring Downtown. This application requires the support of the City of Coburg.

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#### **BUDGET**

There is no cost to enter Tier II of the Mainstreet Program

City staff will provide support for the implementation of Main Street to the Coburg Area Chamber of Commerce Coburg Community Economic Development Committee.

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#### **PUBLIC INVOLVEMENT**

None at this time.

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#### **NEXT STEPS**

- Completion and submittal of Tier 2 application
  - Workplan development
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#### **ATTACHMENTS**

- A. Resolution 2020-18
  - B. Main Street Overview
  - C. Application
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#### **REVIEWED BY:**

**Anne Heath, City Administrator**  
**Sammy Egbert, City Recorder**

**DRAFT**  
**RESOLUTION 2020-18**

**A RESOLUTION ENDORSING PARTICIPATION IN THE OREGON MAIN STREET PROGRAM.**

**WHEREAS**, the Oregon Main Street Program has been established to assist cities and towns in developing a public/private effort to revitalize urban neighborhoods and traditional central business district areas; and

**WHEREAS**, the Oregon Main Street Program will accept new cities or towns to participate in its ongoing program and receive intensive technical assistance from the Oregon Main Street Program; and

**WHEREAS**, Coburg participates in Tier 1 of the Oregon Main Street Program; and

**WHEREAS**, Coburg has a non-profit business organization, the Coburg Area Chamber of Commerce, which hosts an Economic Development Committee; and,

**WHEREAS**, the City of Coburg City Council has set a goal of economic development of Coburg within the context of the preservation and rehabilitation of its historic commercial buildings, recognizing that the Main Street Program is one of many economic and community development tools available and that it is location specific; and

**WHEREAS**, Coburg recognizes that a commitment to commercial district revitalization is an ongoing process requiring long-term attention, community support and involvement, and a full public/private partnership that is expected to last indefinitely; and

**WHEREAS**, there is support from the Coburg Area Chamber of Commerce Economic Development Committee to participate in the Oregon Main Street Program.

**NOW, THEREFORE, BE IT RESOLVED** that the City of Coburg endorses the submission of this application, and agrees to participate in the development and support of the local Main Street Program for the duration of its existence.

**Adopted** by the **City Council** of the **City of Coburg**, Oregon, by a vote of \_\_\_ for and \_\_\_ against, this 8<sup>th</sup> day of September 2020.

\_\_\_\_\_  
Ray Smith, Mayor

ATTEST:

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Sammy L. Egbert, City Recorder