



## AREAS OF FOCUS

- ❑ Background
- ❑ Original Approach
- ❑ Additional Outreach



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URBAN STRATEGIST

**EXTENSIVE  
EXPERIENCE  
WITH URBAN  
RENEWAL  
DISTRICTS**

# INTERSECTION OF BUSINESS OWNERS

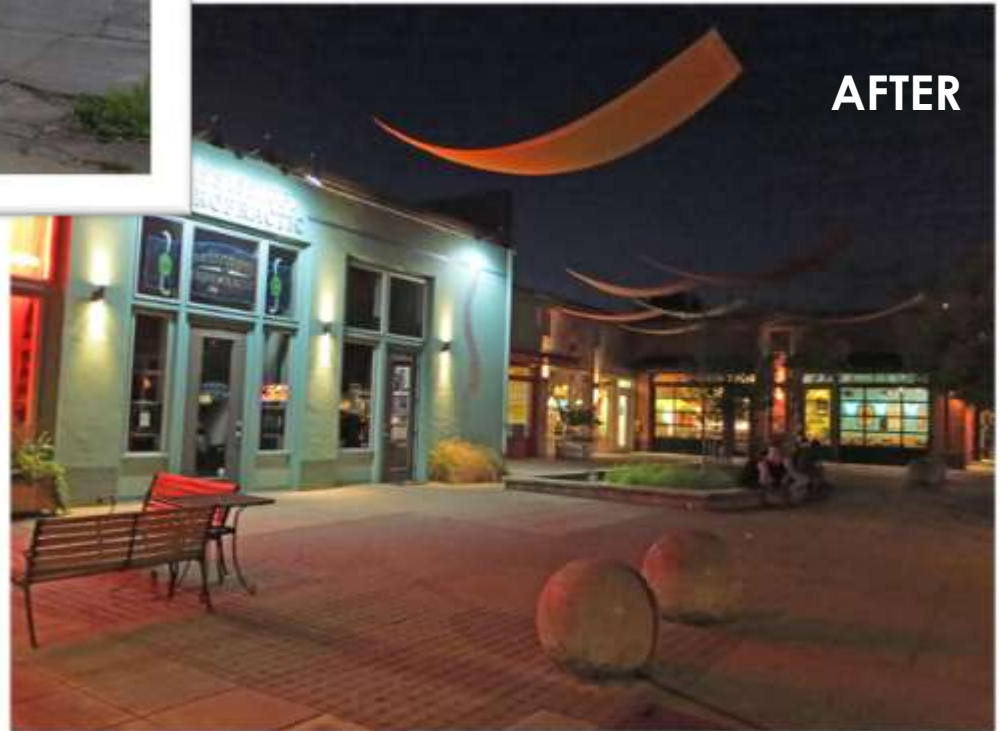


**BEFORE**



**PROPERTY OWNERS**

**AFTER**





# PUBLIC SECTOR



- Road Improvement/RAISE GRANT
- Development Consulting
- Main Street Formation
- Parking Toolkits

## BACKGROUND

# PRIVATE SECTOR

- **REAL DEVELOPMENTS**
- **REAL BUSINESSES**
- **REAL DISTRICT EXPERIENCES**

## CONSULTING PRACTICE

- **BRAND**
- **DEVELOPMENT**
- **EXPERIENCE**
- **VISITATION**
- **CIRCULATION**
- **ECONOMIC  
PERFORMANCE**





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# TUALATIN DOWNTOWN IMAGINING

- **City/Client Goals**
- **Assess and Quantify**
- **Listen in Small Groups**
- **Listen in Larger Groups**
- **Provide Direct Assistance**
- **Distill, Marry Back to Land Use/Goals**

# TUALATIN DOWNTOWN IMAGINING

- City/Client Goals
- Assess and Quantify
- **Listen in Small Groups Focus Groups**
- Listen in Larger Groups
- Provide Direct Assistance
- Distill, Marry Back to Land Use/Goals

# TUALATIN DOWNTOWN IMAGINING

- City/Client Goals
- Assess and Quantify
- Listen in Small Groups Focus Group
- Listen in Larger Groups
- Provide Direct Assistance
- Distill, Weave Back to Land Use/Goals

# TUALATIN DOWNTOWN IMAGINING

- City/Client Goals
- Assess and Quantify
- **Listen in Small Groups Focus Groups**
- Listen in Larger Groups
- Provide Direct Assistance
- Distill, Carry Back to Land Use/Goals

# TUALATIN DOWNTOWN IMAGINING

- City/Client Goals
- Assess and Quantify
- **Listen in Small Groups** Focus Groups
- Listen in Larger Groups
- Provide Direct Assistance
- Distill Findings Back to Land Use/Goals



# TUALATIN DOWNTOWN IMAGINING

- City/Client Goals
- Assess and Quantify
- Listen in Small Groups
- Listen in Larger Groups Workshop/Survey
- Provide Direct Assistance
- Distill, Marry Back to Land Use/Goals

# TUALATIN DOWNTOWN IMAGINING

- City/Client Goals
- Assess and Quantify
- Listen in Small Groups
- Listen in Larger Groups Workshop/Survey
- Provide Direct Assistance
- Distill, Carry Back to Land Use/Goals

# STORY FRAMEWORK



**C**haracterization

**O**bjective

**R**elationship

**E**nvironment

*Sam  
Elliott*

*100%  
amazing,  
strong,  
full of light  
and energy*

*A teenage boy trying  
to mature into a man.  
Unsure of himself, a little  
shy. A little cocky about  
not being “Ojai”.*

IF MEINERS OAKS  
WERE A PERSON,  
WHAT IS THAT  
PERSON BE FEELING?

YOU CAN  
DESCRIBE  
THE PERSON!

*Can't pay the  
rent—a talented  
artist who loves  
to walk and  
browse, but never  
quite finishes  
what she starts,  
and doesn't  
remember to get  
practical things.*

WHAT IS MEINERS  
OAKS FEELING?

*Recovering addict that is trying to put his life back together—full of good ideas but not quite sure if he'll make it.*

WHAT IS MEINERS  
OAKS FEELING?



*Like a folk musician on the verge of making a big break. People are starting to enjoy its company, recognize its talent. It used to be an outcast, but now its true colors are shining. It wants to go bigger, but not too big. Keep the funk. Keep true to the culture. Make a little money and gain a little recognition, but stay humble. Sell a few records, but don't go gold.*

WHAT IS MEINERS  
OAKS FEELING?

## WHAT IS MEINERS OAKS FEELING?

*Like a folk musician on the verge of making a big break. People are starting to enjoy its company, recognize its talent. It used to be unknown, but now its true colors are shining. It wants to go bigger, but not too big. Keep its soul. Keep it to the culture. Make a little money and stay humble. Sell a few records, but don't go gold.*

- **State of relationship**

- **Appetite for change**

- **Experience offered by downtown district today**

- **How downtown has changed over time**

# TUALATIN DOWNTOWN IMAGINING

- City/Client Goals
- Assess and Quantify
- Listen in Small Groups
- Listen in Larger Groups
- **Provide Assistance Sched in Biz/Bldg**
- Distill, Marry Back to Land Use/Goals

# TUALATIN DOWNTOWN IMAGINING

- City/Client Goals
- Assess and Quantify
- **Listen in Small Groups** Focus Groups
- Listen in Larger Groups
- Provide Direct Assistance
- Distill, Carry Back to Land Use/Goals



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# FIRST ADVISORY COMMITTEE MEETING

## Agenda



**Downtown Revitalization  
Community Advisory Committee (CAC) Meeting  
Tualatin City Services Bld., 10699 SW Herman Rd, Tualatin OR 97062  
May 14, 2025 - 7:00 PM–8:30 PM**

Staff Contact: Sidaro (Sid) Sin, [ssin@tualatin.gov](mailto:ssin@tualatin.gov)  
[Project Webpage Link](#)



# FIRST ADVISORY COMMITTEE MEETING

## Agenda

Downtown Revitalization  
Community Advisory Committee (CAC) Meeting  
Tualatin City Services Bld., 10600 NW Tualatin Rd, Tualatin OR 97062  
May 14, 2025 - 7:00 PM - 8:30 PM

Staff Contact: Sidaro (Sid.Sidaro@tualatin.gov)  
[Project Webpage Link](#)



# TUALATIN DOWNTOWN IMAGINING

- **City/Client Goals**
  - **5/26 Walking Tour**
  - **7/1 Add two city council workshops**

# TUALATIN DOWNTOWN IMAGINING

- **Listen in Small Groups**
  - **5/26 Walking Tour (more for CAC too)**
  - **7/1 High School Workshops**
  - **7/1 Renter/Affordable Housing Feedback**
  - **7/1 or 7/2 Latino Focus Group**
  - **7/2 CAC In Person Visioning Workshop**



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