



City of Longview

1525 Broadway
Longview, WA 98632
www.ci.longview.wa.us

Agenda

Downtown Advisory Committee

Tuesday, February 18, 2025

10:00 AM

2nd Floor, City Hall

To create a downtown in Longview whose viability is based on unique character, is easily differentiated from other commercial in the Longview/Kelso area, is attractive to residents and visitors, is active "24-7", and attracts residents and visitors from Longview and other areas.

HYBRID MEETING DETAILS

25-00134 Please click the link to join the webinar: <https://us02web.zoom.us/j/83331274129>
Webinar ID: 833 3127 4129
Or by Telephone: (253) 205 0468; (253) 215 8782

CALL TO ORDER

ROLL CALL

INTRODUCTION OF NEW MEMBER

25-00135 INTRODUCTION OF RIKISSA HARRISON AND LAURA HIGHT

CHANGES TO THE AGENDA

APPROVAL OF MINUTES

25-00136 MINUTES FROM JANUARY 21, 2025

PUBLIC COMMENTS

NEW BUSINESS

25-00132 PRIORITIES DISCUSSION WITH LINDSEY COPE, CEDC

UNFINISHED BUSINESS

REPORTS

25-00137 LPD PARKING REPORTS

25-00138 DOWNTOWNERS REPORT

BOARD MEMBER COMMENTS

ADJOURNMENT

25-00139 UPCOMING MEETINGS:
MARCH 18TH - PRIORITIES FOLLOW UP AND COMPLETE STREETS
APRIL 15TH - DOWNTOWNERS ROUNDTABLE



Minutes

Downtown Advisory Committee

Tuesday, January 21, 2025

10:00 AM

2nd Floor, City Hall

HYBRID MEETING DETAILS

25-0072 Please click the link to join the webinar: <https://us02web.zoom.us/j/83331274129>
Webinar ID: 833 3127 4129
Or by Telephone: (253) 205 0468; (253) 215 8782

CALL TO ORDER

The meeting was called to order at 10:01 am.

ROLL CALL

*Present: Elizabeth Borders, Chair; Josh Carter, CoChair; Kat Cooper; Bill Hallanger; Ariel Large; Dawn Morgan; Allan Rudberg; Karl Salzsieder; Rachele (Sanders) Burch; Ruth Kendall, Council Liaison
Excused: Rikissa Harrison; Laura Hight;
Guests: Amelia Nesbit, Dntowners; Pat Palmer, Dntowners; Dian Cooper
Staff present: Nick Little, Mary Chennault; Nancy Vandehey*

INTRODUCTION OF NEW MEMBER

25-0082 INTRODUCTION OF KAT COOPER

Kat Cooper was welcomed. Rikissa Harrison and Laura Hight were also added to DAC, but due to a clerical error, they were not added to the roster. They will be invited to the February meeting.

CHANGES TO THE AGENDA

APPROVAL OF MINUTES

25-0075 MINUTES FROM DECEMBER 17, 2024

Allan Rudberg was excused in December. The minutes were approved with correction. This passed unanimously.

PUBLIC COMMENTS

NEW BUSINESS

**25-0080 FINANCIAL INCENTIVES FOR HISTORIC BUILDINGS BY
MICHELLE THOMPSON, DAHP - CLG COORDINATOR & MAIN STREET DESIGN
SPECIALIST**

Meeting recording began at this point.

Michelle Thompson shared a presentation. There was a discussion on the pros/cons for putting a location on the register.

Downtown there are a few buildings on the national registry. A national register district designation is a simple majority vote but has challenges if the building owners believe they are subject to oversight.

Nancy will repost the agenda packet with materials provided by Michelle.

UNFINISHED BUSINESS

REPORTS

25-0076 PARKING ADVISORY COMMITTEE

They are currently not meeting at this time. Next will be after meeting with Council in March.

25-0077 LPD PARKING REPORTS

Mary Chennault provided the parking reports.

25-0078 DOWNTOWNERS REPORT

Amelia Nesbit shared a report. There was a strategic planning meeting last week. She shared important dates for upcoming months. Kat Cooper was recently appointed to the board and will be the liaison between DAC and Downtowners.

BOARD MEMBER COMMENTS

Liz Borders has invited Lindsey Cope to our next meeting. She will be using her time for planning and partnership direction for the next few months. Invite HPC in March to see if we can partner with for a project.

Nancy was asked to bring priority list for the February meeting.

There is a concern that there are no financial suggestions presented with the consultant report for downtown parking.

There was a request for follow up on standards in the Downtown area. Nick Little spoke briefly on this matter.

ADJOURNMENT

The meeting was adjourned at 11:07 am.

25-0079 UPCOMING MEETINGS:

- FEBRUARY 18TH - LINDSEY COPE, CEDC
- MARCH 18TH
- APRIL 15TH - DOWNTOWNERS ROUNDTABLE



Downtown Advisory Committee

TOGETHER WE WILL

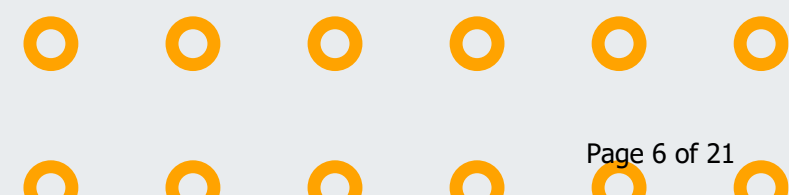
02.18.2025 Presentation





Agenda

-  Introduction
-  Partners
-  Targets/Implementation
-  Thoughts





COWLITZ

ECONOMIC DEVELOPMENT COUNCIL

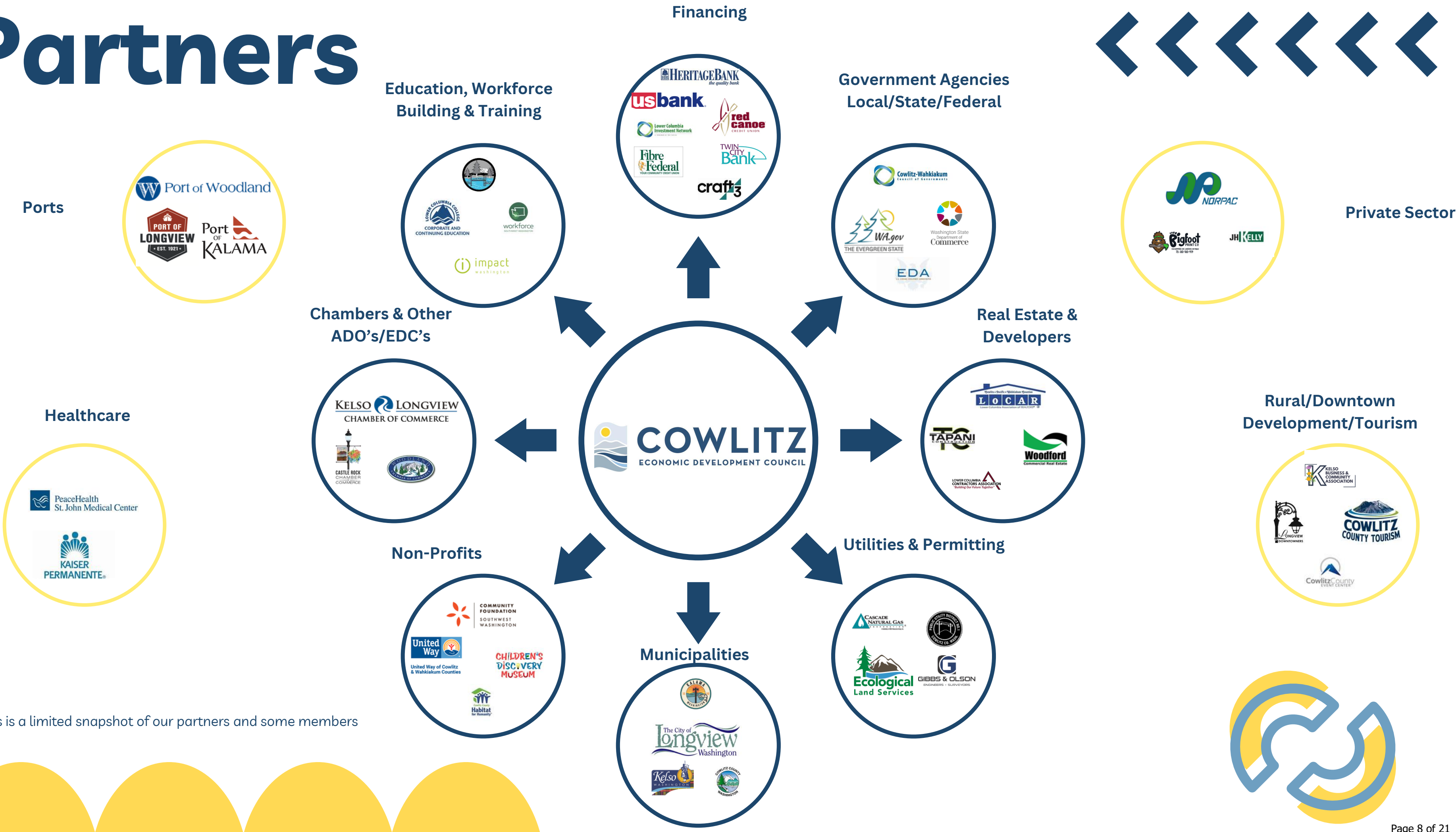


Introduction

The CEDC is a nonprofit organization dedicated to strengthening and diversifying the economy of Cowlitz County. We work closely with businesses, government agencies, and community partners to drive economic growth and opportunity.

- ✓ **Business Recruitment, Retention, and Expansion – to create jobs and investment.**
- ✓ **Infrastructure & Site Development – Advocating for key projects that enhance Cowlitz County's economic vitality.**
- ✓ **Small Business & Entrepreneurship Support – Connecting local businesses with funding, training, and resources.**
- ✓ **Workforce Development – Partnering with businesses, schools, and training programs to develop a skilled labor force.**
- ✓ **Policy & Advocacy – Collaborating with leaders to promote a business-friendly environment.**
- ✓ **Community Revitalization – Supporting downtown enhancements, tourism, recreation, and quality-of-life initiatives.**

Partners



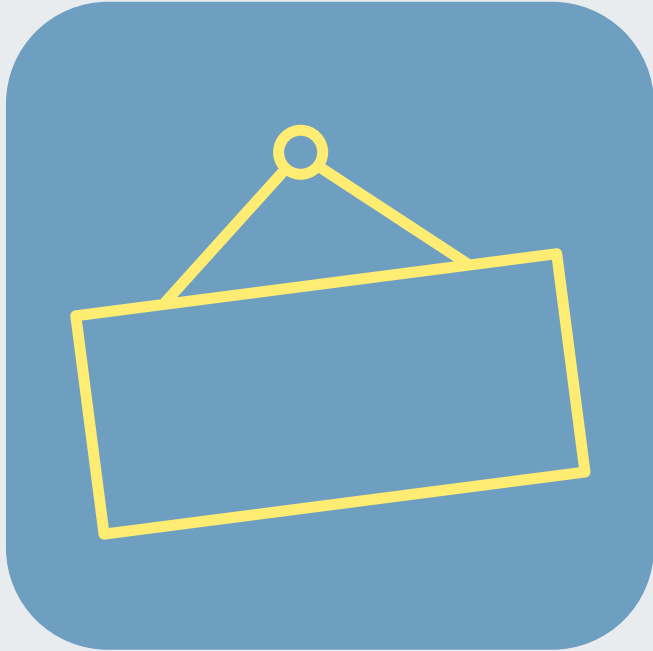
This is a limited snapshot of our partners and some members



LONGVIEW DAC IDENTIFIED TARGETS



**Downtown
Guide**



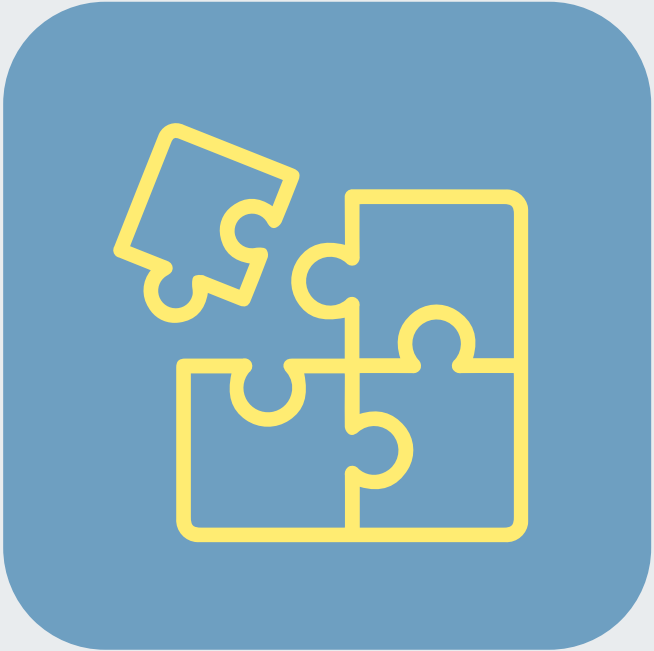
**Sign
Improvement
Program**



**Vacant Building
Occupancy &
Development**



**Main Street
Program**



**Economic
Development
Fund**



DOWNTOWN GUIDE

WHO?

**LONGVIEW DOWNTOWNERS/CITY OF
LONGVIEW/COWLITZ COUNTY TOURISM**



01

Strategy

Print
Downloadable PDF
WEB/APP



02

Fund

Sponsorships
Grants
Community Support



03

Content

Attractions, landmarks, dining,
shopping, events, self-guided
tours, parking

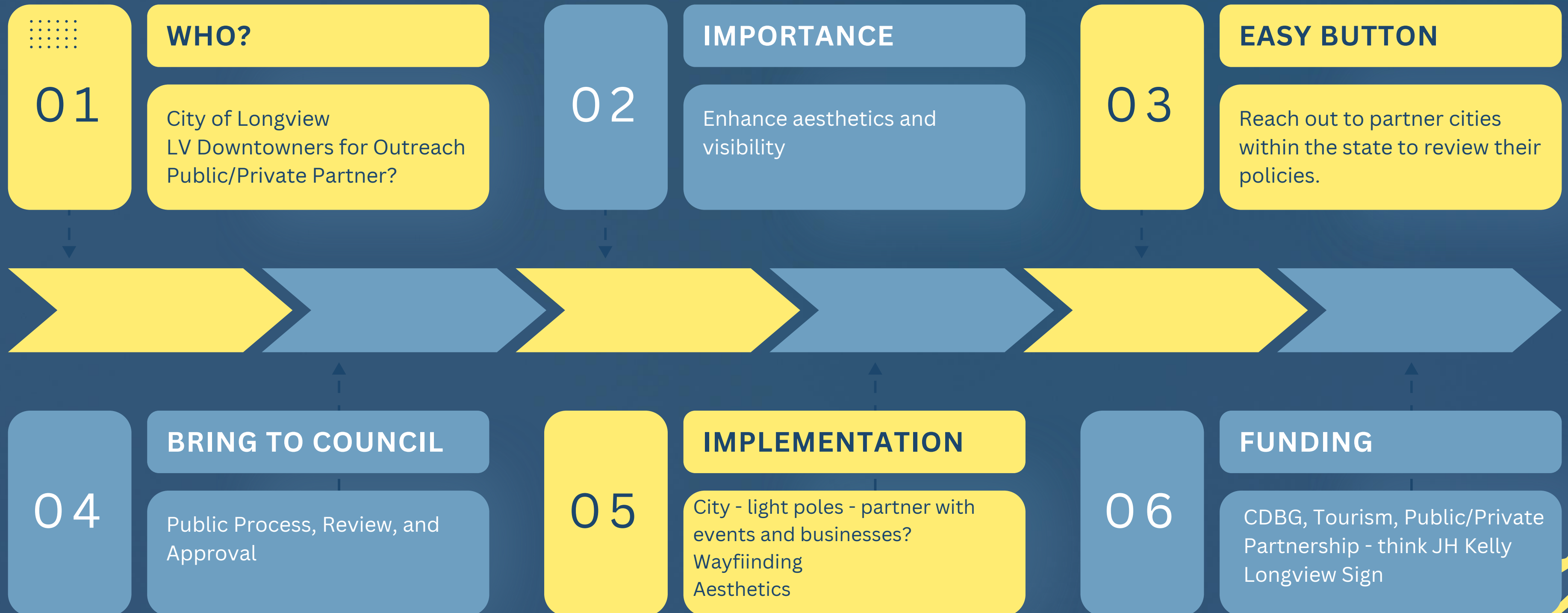


04

Distribution

Chambers, Hotels, Events,
Social Media, Website, Cities,
Air B&B, Tourism

SIGN IMPROVEMENT PROGRAM



INCENTIVIZING DEVELOPMENT AND OCCUPANCY OF VACANT BUILDINGS

TRUE INNOVATORS
ARE THOSE WHO ARE
CONSTANTLY ASKING
QUESTIONS WHY,
WHY NOT?



MAIN STREET PROGRAM

PROS

Access to Resources
Historic Preservation
Economic Revitalization

01



- B&O Tax Credits to assist with funding
- Initial grants for planning and staff with materials
- Ongoing opportunities
- Recognizable designation

CONS

Resource Intensive - Funding,
Time, Reporting
Requires Funding and Staff
Sustainability

02



- Initial funding for designation
- Staff/Resources are expensive
- Reporting is extensive
- Long-term investment
- Same outcomes can be created without it
- Board and priorities change

WHO/HOW

Non-profit organization
City of Longview
Match Funding
Chamber/LOCAR/Tourism?

03



- This requires multiple agencies to be willing to share time/funding/and resources for a unified goal and the goal cannot only be Main Street.
- What are your unified measurables? Does everyone want this? It is not a fix-all. Be honest about resources.

ESTABLISHING A DTLV ECONOMIC DEVELOPMENT FUND



1. SUPPORTS BUSINESS AND INVESTMENT
Provides grants, loans, or incentives to attract, retain, or grow business. Encourages investment.



4. EQUITY CONCERNS
Must be structured and managed to avoid bias and favoritism.



2. FUNDING
Requires sustained funding from grants, city budgets, or private donors. Needs proper management.



5. PUBLIC PRIVATE PARTNERSHIP
We are all better when we work together!



3. ENHANCES PROPERTY VALUES
Improvements increase appeal and property values.



6. ECONOMIC CYCLES
Subject to economic downturns and challenges with state or local bureaucratic hurdles.

THINGS TO CONSIDER

STRATEGIC ALIGNMENT



Does this align with your purpose and mission?
What problem are we solving? Is it ours to solve?
Does this support us and our partners long term goals?

FEASIBILITY & RESOURCES



Do we have the necessary financial and human resources? What partnerships do we need to cultivate? Do they have the ability to take these on?
Are we duplicating services? Can we be more efficient?

IMPACT & STAKEHOLDERS



What does success look like and how do you measure it?
Who are the key stakeholders and is our ask reasonable and feasible?

SUSTAINABILITY & SCALABILITY



Is this a one-time effort or does it require ongoing support?
What is the long-term plan to maintain or grow this initiative? You cannot rely on grants permanently.

EXIT STRATEGY & RISK MANAGEMENT



What are the potential failure points and can we mitigate them?
What is our exit strategy if this does not meet expectations or our partners cannot or will not participate?



Downtown Advisory Committee

TOGETHER WE WILL



Longview's downtown has a rich history and an even brighter future, but meaningful progress doesn't happen overnight—it takes vision, collaboration, and persistence. We've already seen glimmers of what is possible when we come together, and the momentum is there. The real question is: how do we get there—**together?**



WE GET THERE TOGETHER BY SHARING, INVESTING, INNOVATING, BY BEING WILLING TO SET ASIDE OUR EGO AND BY TRYING. WE GET THERE TOGETHER BY BEING WILLING TO FAIL WITH SAFEGUARDS. WE GET THERE IN INCREMENTS AND NOT OVERNIGHT. IT'S LIKE BEING IN A CAR WITH KIDS - "ARE WE THERE YET?" NO, BUT WE WILL GET THERE TOGETHER...EVENTUALLY. BUT IF WE TURN THIS CAR AROUND, WE NEVER WILL.



I'm excited about the opportunities ahead, and I know that by leveraging our strengths, staying committed to thoughtful growth, and embracing both challenges and innovation, we can continue shaping a downtown that serves our businesses, our residents, and future generations. Thank you for your time, your insights, and your dedication to this work—now, let's get to it!"

Thank You!

 360-423-9921

 www.cowlitzedc.com

 cope@cowlitzedc.com



Lindsey Cope, Vice President
Cowlitz Economic Development Council

Elizabeth Borders, Chair	57	37
Josh Carter, CoChair	36	57
Bill Hallanger	14	32
Ariel Large	14	32
Dawn Morgan	59	61
Pat Palmer	61	46
Allan Rudberg		
Karl Salzsieder	37	42
Rachelle (Sanders) Burch	39	45

Double Response

14	Create Downtown Guide program – pg 34
32	Create sign improvement program with standards and incentives – pg 43
37	Incentivize development and occupancy of vacant buildings – pg 45
57	Investigate MainStreet designation – pg 59
61	Establish Downtown Economic Development Fund – pg 59

Single Response

36	Investigate creation of a forgivable loan program for owner-occupied market-rate housing – pg 44
39	Implement CPTED - pg 35,36,37
42	Launch aggressive business recruitment program – pg 51
45	Establish Downtown Partnership – pg 58
46	Hire a Downtown Director – pg 58
59	Establish benchmarks

Downtown Plan Goals
Priorities Identified June 2023

#	Action	Notes	City/ Council	City Dept	AAPC	LDP	KLCC	Tourism	CEDC	DAC	Project Longview	BIA/LID	Property Owners	Business Owners
14	Create Downtown Guide program – pg 34	Research. Future meeting?	<u>X</u>	<u>LPD</u>		<u>X</u>						X BIA		
32	Create sign improvement program with standards and incentives – pg 43	Future Meeting	<u>X</u>	<u>CD</u> (PC)						X				
37	Incentivize development and occupancy of vacant buildings – pg 45		<u>X</u>	EXEC		<u>X</u> DTM						X BIA	X	X
57	Investigate MainStreet designation – pg 59	Affiliate not designation.				<u>X</u>						X BIA	X	X
61	Establish Downtown Economic Development Fund – pg 59	Research	<u>X</u>	<u>EXEC</u> , FD\$										
36	Investigate creation of a forgivable loan program for owner-occupied market-rate housing – pg 44	Research	<u>X</u>	FD\$, <u>EXEC</u> (legal), CD										
39	Implement CPTED - pg 35,36,37	Lighting issues	X	<u>LPD</u> , CD		<u>X</u>							X	X
42	Launch aggressive business recruitment program – pg 51					<u>X</u> DTM	X		X			X BIA		
45	Establish Downtown Partnership – pg 58	Check DAC column. All day workshop.	X	EXEC		<u>X</u>	X	X	X			X BIA	X	X
46	Hire a Downtown Director – pg 58		X	EXEC		<u>X</u>	X		X			X BIA	X	X
59	Establish benchmarks		<u>X</u>	<u>CD</u>	X	X								
5	Theme promotion – “City Beautiful”, “City Industrious”, or? – pg 32	Pick a theme - future meeting. City Vision Statement? Council Retreat in Sept.	X	EXEC	X	<u>X</u>	X	X		X	X			
35	Review and revise targeted residential tax abatement program as appropriate; market program – pg 44	Research process to go through.	<u>X</u>	EXEC, <u>CD</u> , FD\$										
49	Establish BIA to fund Downtown Director and Downtown marketing efforts – pg 58		X	EXEC, FD\$, CD		<u>X</u>	X	X	X			X BIA	X	X
54	Increase outdoor café seating – pg 50	Seek permanent outdoor seating options.	X	CD, PW		<u>X</u> DTM								X
60	Maintain benchmarks - pg 59				X	<u>X</u> DTM								

City of Longview Violation Bureau
Financial Statistics

2023						
<u>Month & Year</u>	<u>Ticket Revenue</u>	<u>Permit Revenue</u>	<u>Revenue Total</u>	<u>Expenditure</u>	<u>Monthly +/-</u>	<u>Running Balance</u>
Jan-23	\$3,467.83	\$4,440.00	\$7,908.85	\$1,722.83	\$6,186.02	\$18,317.53
Feb-23	\$1,986.99	\$635.00	\$2,622.96	\$1,944.44	\$678.52	\$18,996.05
Mar-23	\$8,551.52	\$2,170.00	\$10,722.64	\$2,439.10	\$8,283.54	\$27,279.59
Apr-23	\$1,919.18	\$4,480.00	\$6,400.32	\$2,356.61	\$4,043.71	\$31,323.30
May-23	\$3,392.18	\$868.00	\$4,261.47	\$1,673.08	\$2,588.39	\$33,911.69
Jun-23	\$2,806.86	\$6,912.00	\$22,787.50	\$3,939.39	\$18,848.11	\$52,759.80
Jul-23	\$4,406.75	\$1,403.01	\$15,787.26	\$16,960.90	-\$1,173.64	\$51,586.16
Aug-23	\$7,745.40	\$526.02	\$8,271.42	\$14,110.91	-\$5,839.49	\$45,746.67
Sep-23	\$6,983.54	\$3,277.00	\$10,261.80	\$6,062.83	\$4,198.97	\$49,945.64
Oct-23	\$4,848.91	\$2,449.25	\$9,751.15	\$3,321.09	\$6,430.06	\$56,375.70
Nov-23	\$7,926.54	\$226.25	\$8,154.09	\$5,323.84	\$2,830.25	\$59,205.95
Dec-23	\$3,937.04	\$140.00	\$4,078.31	\$4,306.67	-\$228.36	\$58,977.59
2023 TOTAL	\$57,972.74	\$27,526.53	\$111,007.77	\$64,161.69	\$46,846.08	\$58,977.59
*June & July 2023 revenue total includes transfer in from general fund to cover a parking utilization study. Study is billed on monthly basis (paid July - Sept).						
2024						
<u>Month & Year</u>	<u>Ticket Revenue</u>	<u>Permit Revenue</u>	<u>Revenue Total</u>	<u>Expenditure</u>	<u>Monthly +/-</u>	<u>Running Balance</u>
Jan-24	\$2,541.92	\$0.00	\$2,543.23	\$1,965.73	\$577.50	\$59,555.09
Feb-24	\$1,602.40	\$0.00	\$1,640.23	\$2,247.49	-\$607.26	\$58,947.83
Mar-24	\$1,081.56	\$0.00	\$1,082.92	\$2,005.38	-\$922.46	\$58,025.37
Apr-24	\$1,220.06	\$0.00	\$1,221.38	\$2,273.15	-\$1,051.77	\$56,973.60
May-24	\$1,662.55	\$0.00	\$1,663.95	\$3,326.39	-\$1,662.44	\$55,311.16
Jun-24	\$1,009.16	\$0.00	\$6,199.34	\$4,663.45	\$1,535.89	\$56,847.05
Jul-24	\$1,710.93	\$0.00	\$5,254.77	\$4,303.30	\$951.47	\$57,798.52
Aug-24	\$814.34	\$0.00	\$3,280.73	\$5,819.72	-\$2,538.99	\$55,259.53
Sep-24	\$523.31	\$0.00	\$1,622.06	\$3,876.26	-\$2,254.20	\$53,005.33
Oct-24	\$935.29	\$0.00	\$6,956.51	\$4,446.92	\$2,509.59	\$55,514.92
Nov-24	\$1,559.27	\$0.00	\$1,559.27	\$8,290.80	-\$6,731.53	\$48,783.39
Dec-24	\$458.80	\$0.00	\$4,061.76	\$6,908.05	-\$2,846.29	\$45,937.10
2024 TOTAL	\$15,119.59	\$0.00	\$37,086.15	\$50,126.64	-\$13,040.49	\$45,937.10
**November & December 2024 - draft, awaiting Finance Dept to finalize financial reports						

TICKET STATISTICS BY VIOLATION CODE

2025	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	Totals
W FREEFORM	0												0
TOTAL WARNINGS	0	0	0	0	0	0	0	0	0	0	0	0	0
OVER 12" RCW 46.61.575	1												1
ALLEY LMC 11.44.142	2												2
STORING LMC 11.44.147	49												49
ADA RCW 46.19.050	0												0
YELLOW LMC 11.50.020	0												0
IMPROPER RCW 46.61.570	3												3
LIBRARY LMC 11.44.130	0												0
WRONG DIRECTION RCW 46.61.575	0												0
ANGLE PARKING WAC 308330430	0												0
UNLAWFUL PURPOSES WAC 308330436	0												0
OT 15 MIN LMC 11.50.070	0												0
OT 30 MIN LMC 11.50.070	3												3
OT 1 HR LMC 11.50.070	0												0
OT 2 HR LMC 11.50.070	3												3
OT 3 HR LMC 11.50.070 & 11.62.030	0												0
OT 4 HR LMC 11.50.070	0												0
OT 10 HR LMC 11.50.070	1												1
OT 72 HR LMC 11.62.030	0												0
Over 3 Days LMC 11.44.145	0												0
10' ROADWAY WAC308330433	0												0
CITY HALL VISITOR LMC 11.62.030 (6)	0												0
BUS TRANSFER LOT LMC 11.62.060 (6)	0												0
LEASED SPACE LMC 11.62.030 (2)	0												0
TIMED LMC 11.44.110	0												0
PERMIT REQUIRED LMC 11.62.030 (3)	0												0
BUS STOP WAC 308330457	0												0
OFF TRUCK ROUTE LMC 11.68.050	0												0
POSTED NO PARKING LMC 11.44.110	0												0
NO PARK 12AM-5AM LMC 11.44.110	0												0
NO PARK 9PM-5AM LMC 11.44.110	0												0
NO PARK 3AM-6AM LMC 11.44.110	0												0
TOTAL TICKETS	62	0	0	0	0	0	0	0	0	0	0	0	62
DISPATCHED PARKING COMPLAINTS	34												34

BELOW VIOLATIONS ARE FOR GO-4TH CELEBRATION ONLY

RV PARKING PERMIT

ADA PARKING ONLY VALID PERMIT REQUIRED

VENDOR PERMIT REQUIRED

IMPROPER

YELLOW

ALLEY

OVER 12"

WRONG DIRECTION