

Agenda

Downtown Advisory Committee

Tuesday, September 15, 2026**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

26-00791 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

CHANGES TO THE AGENDA

APPROVAL OF MINUTES

26-00792 MINUTES FROM AUGUST 18, 2026

PUBLIC COMMENTS

NEW BUSINESS

UNFINISHED BUSINESS

26-00797 AUGUST 18TH FOLLOW UP ITEMS

- BROCHURE PROJECT
- KLCC MEETING REPORT BACK
- VIRGINIA RUBIN PLAZA INFORMATION

REPORTS

26-00793 DOWNTOWN SIGNAGE SUBCOMMITTEE

26-00794 DOWNTOWNERS REPORT

26-00796 THE BROAD STROKES PROJECT

26-00802 DOWNTOWN PARKING BROCHURE

SHOW & TELL

26-00795 BRING FORTH THE FUN & POSITIVES

- [White Salmon Main Street - Explore White Salmon, Washington](#)

BOARD MEMBER COMMENTS

ADJOURNMENT

Minutes

Downtown Advisory Committee

Tuesday, August 18, 2026

10:00 AM

2nd Floor, City Hall

HYBRID MEETING DETAILS

26-00711 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 10:00 am.

ROLL CALL

Present: Kat Cooper, Chair; Rachelle Burch; Erin Gabrielle; Marc Roland; Allan Rudberg; Karl Salzsieder; Ruth Kendall, Council Liaison;

There is one vacancy on the board.

Excused: Dawn Morgan; Rikissa Harrison; Laura Hight;

Unexcused: Ariel Large

Staff present: Nick Little, Irene Rutikanga, Nancy Vandehey

Guests: Amelia Nesbit, Dntowners;

CHANGES TO THE AGENDA

APPROVAL OF MINUTES

26-00712 MINUTES FROM JULY 21, 2026

The minutes were approved as presented.

PUBLIC COMMENTS

NEW BUSINESS

UNFINISHED BUSINESS

Nick Little provided an update on the Parking Changes. The ordinance changes were approved by Council. Nick thanked this group for their work towards this effort. There will be a flyer that will be handed out by him or his staff in the Downtown area. Roll out is planned for October of this year.

REPORTS

26-00713 DOWNTOWN SIGNAGE SUBCOMMITTEE

Erin Gabrielle has sent emails but they have been unanswered. Funding request that might be an option would the LTAC applications coming up soon. The next steps are to get a graphic designer and printer lined up.

26-00714 DOWNTOWNERS REPORT

Amelia Nesbit provided an update:

Fourth Friday - August 28th

Sept 12th at 9 am is Downtown clean up

Oct 11th is Harvest Fest in Merk parking lot, Farmer's Market to be on 14th; Beer garden will be in the parking lot

REQUEST TO ADD BROAD STROKES

Marc Roland has stepped in to be on the board. Their next project is a painting on the Roxy Theater.

Street painting — Marc will come back with info next month.

SHOW & TELL

26-00715 BRING FORTH THE FUN & POSITIVES

- **The Broad Strokes Project - most recent mural** <https://youtu.be/EYG4ReZGBYE>

The latest project is on the Astound building overlooking Roland Winery. The video was viewed by the board.

26-00718 Brunswick, Maine photo from Ruth Kendall

Ruth Kendall thought that this might be something we might want to explore on some historical building. It is something that the Historic Preservation Commission is looking at broadening their scope of promotion and enhancement of properties in the city.

BOARD MEMBER COMMENTS

Marc Roland inquired about the process for the board in reference to how to get items on New Business.

Future meeting ideas:

** Districts- continue this discussion*

** Virginia Rubin plaza - who owns it? It is the space in front of the Columbia Theatre. Use this space for busking? It looks like there hasn't been anything done in this space for years. water outlet on the building. Can we organize a clean up? Brainstorming future uses?*

** Mt St Helens 50th Anniversary with Chamber of Commerce's \$50k request to Council - promoting tourism, online guide hasn't been updated in years, do we want these funds to go to the chamber or can we use locally and get a better promotion for the City*

Erin Gabrielle will be the contact to reach out to Bonnie Delaney at the Chamber of Commerce.

Public Comment - Debbie

Arts Display of the Broad Stroke murals - possibly sell merchandise, city calendar

Plaque idea - historical walk downtown with the Chamber from their website

Districts - naming contest

Plaza clean up - Rotary to join up on this effort

Walla Walla brochure - can be done on Canva

ADJOURNMENT

The meeting adjourned at 11:09 am.

10 SEPT 2026

Visit Longview Outline + Mockup

Project Overview

Visit Longview is a guide booklet available to everyone passing through. Its purpose is to invite visitors to explore the Downtown District and local wonders.

Target Audiences

- Regional road-trippers
- Mt. St. Helens travelers
- 1-5 corridor passers-through
- Families with kids
- Outdoor lovers

GIVEN DIMENSIONS

- Downtown-Focused
- 8 page booklet
- 11 x 17 inch folded paper

DESIRED VISUAL MOOD

- Inviting
- Engaging
- Nostalgic
- Classic

MISSION

When visitors take a peak into this guidebook, we want them feel surprise and excitement by how much Longview has to offer.

“Wow, I didn't expect this, there's so much more here than I thought!”

Outline of Booklet Contents

There is a **LOT** to see in Longview, Washington.
Here is a basic list of the attractions highlighted in each page

OUTLINE

PAGE 1

Booklet Cover

PAGE 2

Welcome to Longview

- “Dear Traveler” Introduction
- Landmarks
 - Lewis and Clark Bridge
 - Mt. St. Helens
 - Lake Sacajawea
- Map of Downtown

PAGE 3

Local Arts and History

- Squirrel Bridges
- Broad Strokes Project
- Outdoor Gallery
- Historic Tour
- Monticello Hotel
- Shay Locomotive

OUTLINE

PAGE 4

Shop and Explore Downtown

- Boutiques and Shops
 - Dapper Dandelion Floral + Print
 - Magpie Books
 - My Crafty Lady Boutique
 - Posh on Commerce
- Entertainment and Galleries
 - Broadway Gallery
 - Columbia Theater
 - Stageworks Northwest Theater
 - TCB Entertainment
- Fitness and Wellness
 - Body Rock Dance Space
 - Cowlitz Metaphysics
 - Holos Yoga

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Eat and Drink

- Cafe Guse
- Happy Tree Catering Co
- The Sugar Pearl Dessert Co
- Heavenly Donuts
- Scythe Brewing Co
- Ashtown Brewing Co
- Tapped Roots
- Mill City Grill
- J Squared
- Teri's
- Gyros Gyros
- Country Folks Deli
- Roland's Winery
- Pancake House
- Salty Beaver
- Freddy's - Just for the Halibut

OUTLINE

PAGE 6

Outdoor Recreation

- Lake Sacajawea Park
- Japanese Gardens
- Cowlitz River
- Altrusa Park Trail
- Cloney Park Trail
- Highlands Trail
- Pacific Way Trail
- R.A. Long Trail
- Vandercook Park Trail

Family Favorites

- Children’s Discovery Museum
- Triangle Bowl
- Gearheart Gardens Dog Park
- Longview Public Library
- Longview Country Club
- Mini Golf

PAGE 7

Annual Events

- Crafted Brew Festival
- Squirrel Fest
- Go 4th Festival
- Unique Tin Car Cruise
- Terry/Taylor/Northlake Garage Sales
- Downtowners Harvest Fest
- R2L Bridge Run
- Harvest Classic 5K/10K Run

PAGE 8

Back of Booklet

- Suggested Itineraries
- Extra Info

Visual Mockup

Here is just one example of what the booklet's design and layout could look like.

MOCKUP - COVER AND FIRST PAGE SPREAD



*All images are placeholders. *The body copy is just placeholder text.

Kelso Longview Chamber of Commerce (KLCC) and Downtown Advisory Committee (DAC) Re-introductory Meeting Summary

Date: August 25, 2026

Location: Kelso Longview Chamber of Commerce (KLCC)

Attendees:

- Bonnie Delaney, CEO, Kelso Longview Chamber of Commerce
 - Kalei LaFave, Longview City Councilmember
 - Erin Gabriele, Downtown Advisory Committee (DAC) Co-Chair
-

KLCC Mission and Strategic Priorities

The KLCC operates as a **member-driven nonprofit organization** whose primary functions include business advocacy, economic development support, tourism promotion, and resource development through funding acquisition and member services.

Current Organizational Priorities

1. Business and Membership Support

- Provide value to chamber members through advocacy, networking, and promotional opportunities.
- Secure funding and partnerships that benefit the broader business community.
- Maintain and expand relationships with local businesses and community stakeholders.

2. Visitor Attraction and Tourism Promotion

- Produce and distribute the annual regional Visitor Guide through hotels, participating businesses, and the Visitor Center.
- Increase awareness of local attractions, amenities, and events.
- Utilize social media and community networks as primary outreach channels.

3. Regional Economic Development

- Participate in collaborative tourism and economic initiatives.
 - Serve as a coordinating entity among local, regional, tribal, state, and federal partners.
 - Leverage tourism opportunities to support business growth throughout the Longview-Kelso area.
-

★ Opportunities for DAC Support ★

Based on the discussion, several areas were identified where the DAC can provide meaningful support to KLCC initiatives.

Visitor Guide Distribution Expansion

The DAC can:

- Encourage downtown businesses to stock and display the annual Visitor Guide.
- Promote participation among businesses that are current Chamber members.
- Identify additional downtown distribution points with high visitor traffic.
- Collaborate on wayfinding and visitor information displays.

Downtown Experience Enhancement

The DAC can:

- Support beautification and placemaking efforts that improve visitor experiences.
- Highlight downtown murals, public art, and cultural assets.
- Assist in identifying walkable tourism routes connecting key attractions.

Cross-Organizational Coordination

The DAC can:

- Serve as a bridge between downtown stakeholders and KLCC initiatives.
- Facilitate communication among businesses, civic organizations, and community groups.
- Promote collaborative event planning that aligns with broader economic development goals.

Tourism Activation

The DAC may help:

- Develop complementary programming around identified tourism "wayspots."
 - Encourage storefront participation and coordinated promotions.
 - Align downtown events with anticipated visitor traffic generated through regional tourism campaigns.
 - Explore opportunities for themed events tied to community history, arts, culture, and outdoor recreation.
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Mount St. Helens 50th Anniversary Action Plan

Overview

A major regional initiative is currently being developed to commemorate the **50th anniversary of the 1980 Mount St. Helens eruption**. Planning efforts will involve a broad coalition of partners and are expected to create tourism opportunities throughout the region.

Participating Partners

Potential partners include but are not limited to:

- Cowlitz County Tourism
- United States Forest Service
- Cowlitz Indian Tribe
- Local and regional Chambers of Commerce
- Neighboring Mount St. Helens gateway communities (Toutle, Castle Rock, Kalama, Woodland)
- Local governments and economic development entities

Timeline

1. **Planning:** 2026 through 2028 (Regional collaboration, infrastructure preparation, and event development)
2. **Activation:** Spring 2029 through Fall 2030 (Tourism-focused programming and anniversary events)

Current Activities

Funding Exploration

- Longview City Council is reviewing opportunities to reallocate funding toward anniversary marketing and advertising initiatives.
- Promotional efforts would support tourism visitation to Downtown Longview and surrounding communities.

Tourism Development - KLCC is currently exploring partnerships with a Portland-area tourism organization to establish motorcoach and visitor-stop destinations throughout Downtown Longview.

Potential attractions include:

- Public mural installations
- Downtown business districts
- Cultural and historic assets
- Community events and experiences

The long-term objective is to position Longview as a staging location for visitors traveling to Mount St. Helens once anticipated infrastructure improvements are completed.

Partnership Constraints and Challenges

1. **Organizational Capacity Differences** - Many participating partner organizations are volunteer-operated and have limited administrative capacity, while KLCC maintains professional staffing and can often move projects forward more efficiently.
2. **Funding Uncertainty** - Potential reductions in Visitor Center funding within Kelso could reduce the effectiveness of regional tourism marketing efforts and diminish visitor engagement opportunities.
3. **Strategic Alignment** - Participating entities may have differing priorities, investment levels, and expectations, requiring active coordination to maintain shared momentum.
4. **Stakeholder Dynamics** - Historical tensions among community groups can create barriers to collaboration and may distract from economic development and tourism objectives if not managed proactively.



CONTACT INFORMATION

If you have questions about downtown parking, we're here to help.

Parking Issues & Enforcement

Longview Police | 360-442-5800

Residential Parking Permits

Community Development | 360-442-5086
Permits@mylongview.com

Reporting Signage Issues

Public Works & Streets | 360-442-5620

ABOUT THE UPDATE

On July 28, 2026, the Longview City Council approved Ordinance No. 3580, updating on- and off-street parking regulations and creating a unified parking enforcement chapter.

A copy of the revised ordinance is available at mylongview.com under the Community Development tab. Once codified, the updated regulations will appear in LMC 11.61.

LONGVIEW | **WA**

DOWNTOWN LONGVIEW

PARKING GUIDE

WHAT YOU NEED
TO KNOW ABOUT
DOWNTOWN PARKING

UPDATED PARKING
CHANGES EFFECTIVE

OCTOBER 29, 2026

LONGVIEW | **WA**



DOWNTOWN PARKING UPDATES

New downtown parking regulations take effect October 29, 2026. Here's what you need to know about parking in Downtown Longview.

WHAT IS CHANGING?

All on-street parking in the following areas will be limited to three hours:

- 1100, 1200, 1300, 1400, 1500 and 1600 blocks of Commerce Avenue between Florida Street and Washington Way.
- 1100, 1200, 1300 and 1400 blocks of 14th Avenue between Florida Street and Maple Street.
- 1200 and 1300 blocks of Maple Street between 12th and 14th Avenues.
- 1200 and 1300 blocks of Broadway Street between 12th and 14th Avenues.
- 1200 and 1300 blocks of Hudson Street between 12th and 14th Avenues
- 1200 and 1300 blocks of Hemlock Street between 12th and 14th Avenues.

Areas surrounding the Downtown Core will offer 10-hour on-street parking. See the map for specific locations and time limits.

HELP KEEP STOREFRONT PARKING AVAILABLE

To help keep convenient parking available for customers, the City is asking downtown employees to park in City parking lots rather than storefront spaces whenever possible.

CHAIN PARKING & ENFORCEMENT

Chain parking, or moving a vehicle from one parking space to another to avoid a time restriction, is a violation of LMC 11.61. Parking violations may be reported to the Longview Police Department using the non-emergency number listed on the back of this brochure.

PARKING IN CITY LOTS

Parking in City-owned lots is limited to 72 hours unless otherwise posted. Residential parking permits are available to downtown residents who need to park vehicles for longer periods.

SIGNAGE CHANGES

The Streets Department will begin replacing and updating parking signs in September and October 2026 in preparation for the new regulations taking effect October 29.

PARKING CHANGES EFFECTIVE OCTOBER 29, 2026

