

MEDFORD URBAN RENEWAL AGENCY ADVISORY COMMITTEE MINUTES



MEDFORD
URBAN RENEWAL

July 7, 2021
5:00 – 6:30 P.M.
Virtual Meeting

10. Roll Call at 5:10 p.m.

The Medford Urban Renewal Agency Advisory Committee meeting was called to order at 5:10 p.m. with the following members and staff present: Marie Cabler, EJ McManus, Caprice Moran, Cailin Notch, Robert Shand, Barbara Laskin, Eric Star, Medford Urban Renewal Agency Executive Director Harry Weiss, Medford Urban Renewal Agency Administrative Assistant Shannon Thorpe.

Members absent: Daniel O'Connor, Christian Nelson, Bill Boehning, Mike Zarosinski.

20. Approval or Correction of the Minutes of June 9, 2021

Approved as presented.

30. Oral Requests and Communications from the Audience

None.

40. Continued Committee Business

None.

50. Agenda Items

50.1 Mural Project proposal

Mr. Weiss introduced a proposal from Laz Ayala requesting MURA funding for a mural project along Evergreen Street in downtown. The Committee unanimously considers public art within the mission and objectives of MURA and an appropriate potential use of Agency funds, but debated whether the mural proposal was a priority among current competing needs, especially the pending allocation of funds for improvements in the Liberty Park neighborhood. The Committee concluded that the primary focus of funding allocations should remain Liberty Park; that the Arts Commission is better suited to serve as the lead public entity for the mural proposal; and that any future MURA financial participation in the mural project should be in a supporting role rather than the lead funding source.

The Committee further discussed ways public art might be incorporated in MURA's undertakings in Liberty Park. The redevelopment of the warehouse and the new infill housing anticipated for the Central Avenue site were identified as possible

opportunities for a public art element, perhaps modeled on a “1% for the arts” approach. Street improvements – neighborhood bikeway, reconfiguration of Central Avenue, and various pedestrian street crossings – could also incorporate “asphalt art,” this is, aesthetic treatments in the functional design elements of those installations.

50.2 MURA Project & Funding Prioritization

Mr. Weiss presented a list of priorities from the Downtown Medford Association for MURA funding. This list will be given to the MURA Board.

Mr. Weiss presented a list of projects and scoring sheet for projects suggested for the MURA Board. The Committee and Mr. Weiss discussed some of the projects listed on the scoring sheet.

60. Committee Reports

None.

70. Committee Member Remarks

Mr. Shand inquired about the City's emergency parkletts. Mr. Weiss discussed what the City is looking for in regards to permanent parkletts and that they are being considered.

Mr. Weiss also stated the Planning Department is working on a proposal to present to City Council.

80. Staff Reports

None.

90. Adjournment at 6:17 p.m.

Shannon Thorpe
Medford Urban Renewal Agency Advisory Committee
Administrative Assistant