

**GRESHAM REDEVELOPMENT COMMISSION ADVISORY COMMITTEE (GRDCAC)
MAY 7, 2025 MEETING MINUTES**

MEETING LOCATION

Online meeting via Zoom Conference Call US: +12532158782, Webinar ID 831 0627 2675, or <https://greshamoregon.zoom.us/j/83106272675>.

COMMITTEE PRESENT: Marissa Clarke
Jack Hollis, Chair
Leslie Garth
Jennifer McMillan
Ibrahim Moustafa
Celso Naranjo
Gregory Schroeder

COMMITTEE ABSENT: None

COMMISSION
LIAISON PRESENT: None

STAFF PRESENT: Justin Douglas, Gresham Redevelopment Commission Director
Michael Gonzales, Urban Renewal Project Coordinator
Johntae Ivory, Program Technician, Recording Secretary

A. CALL TO ORDER

Chair Jack Hollis called the meeting to order at **6:46 P.M.**

1. ROLL CALL

Chair Hollis called the roll.

2. ANNOUNCEMENTS

Chair Hollis introduced the newest member of the GRDCAC, **Leslie Garth**.

Each committee member gave a small introduction about themselves.

3. INSTRUCTIONS TO CITIZENS FOR TESTIFYING ON AGENDA AND NON-AGENDA ITEMS

Chair Hollis read the instructions.

4. PUBLIC COMMENT

None

5. ROCKWOOD MARKET HALL UPDATE

Juliane Reno, Rockwood Market Hall Manager, provided an update on the Rockwood Market Hall.

Mr. Naranjo asked about the success of the tenants and if they have any complaints and the issues the vacating tenants are experiencing.

Ms. Reno acknowledges they recently started asking tenants to provide monthly gross report. She noted a wide range of things that affect tenants' success at the market hall.

Chair Hollis asked about the resources that could help the market hall.

Ms. Reno said the Gresham Redevelopment Commission (GRDC) incubator grants that were distributed could be helpful for newer tenants at the market hall. Other grant opportunities would be huge to help the tenants with their debts and business marketing needs.

Chair Hollis recommended providing examples from the previous tenants' incubator grants when requesting additional funds from the GRDC.

Mr. Moustafa suggested connecting with Mt. Hood Community College design program could be helpful with branding and collaboration.

Ms. McMillan asked if she gives preference for the applicants who want to join the Rockwood Market Hall.

Ms. Reno acknowledges that it was the original plan when it first opened but that is not what they look at now. It's open to anyone to apply.

Ms. McMillan asked if there's any health wellness practitioner business currently at the market hall because of the community interest in culturally specific needs in the Rockwood area.

Ms. Reno explained they don't have any at this time, but she did mention **Callie's Custom Hat Wigs** is a tenant at the market hall. The owner has a previous medical background, and they provide wigs for multiple hospital patients who are losing their hair. There is available space in other areas of the market hall that could be a good fit, and the GRDCAC can reach out to her if they want to provide any leads.

Mr. Naranjo asked about the amount of foot traffic that comes into the market hall and the overall attendance of customers.

Ms. Reno acknowledges a steady lunch crowd on the weekdays because of the number of offices and businesses nearby. More delivery and pick-up of food tend to happen in the evening, and the weekends are slower according to the tenants. She gave examples of why some people were not aware the market hall was open including, location off the street, active construction site while other buildings were being constructed with people not knowing you can come inside to eat, and people driving by and not stopping. Other opportunities like events help bring people to the market hall. Having a grocery store in the market hall would be the final piece and key to bringing the residence in daily.

Mr. Naranjo asked if they explored a coupon program that could help bring more local customers into the market hall.

Ms. Reno agrees that it is a great idea and the only thing that is preventing them from pursuing is access to the funding.

Mr. Moustafa asked if there is a possibility of restricting parking to market hall customers only.

Ms. Reno said they made updates to parking with approximately 14 spaces with 90 minutes for market hall customers. She acknowledged some challenges with parking and the lease agreements they have with businesses sharing the parking spaces.

Ms. Clarke asked if they had had any conversations with TriMet on potential partnerships to help with ridership to help bring people to the market hall, including sponsored advertisements.

Ms. Reno explained they have had TriMet at some events but would love to talk to TriMet about potential partnerships.

Mr. Ivory asked **Ms. Reno** if she could talk about some of the events that are coming up this summer at the Rockwood Market Hall.

Ms. Reno noted they just turned on the splash pad for the summer season and she recommended stopping by La Michoacana Dolce for cool refreshments.

Other Events:

Starting June 5:

Upcoming summer events:

- School's Out for Summer (City of Gresham) - Friday June 13th from 11am-2pm
 - As the song says, School's Out for Summer! Help us kick off summer right with kids' activities, free food, face painting, summer resources and more!
- One World Celebration (RMH) - Saturday July 26th from 12-5pm. TBD.
- Rock the Block - (City of Gresham) Saturday August 23rd from 11am-4pm
 - Get ready to go back to school
- Rockwood Community Market - Every Thursday from 3-7pm, June 5th-September 25th

Chair Hollis asked about the next steps after today's discussion.

Ms. Garth asked for a description of the incubator grants.

Mr. Gonzales provided an overview of the incubator grants. He explained the next steps for additional funding towards the incubator grants would be to seek GRDC approval.

8. GOOD TO THE ORDER:

Mr. Moustafa thanked **Mr. Schroder** for his comments regarding the Fire Station 74 that was submitted to the committee.

Mr. Schroder was happy they got submitted since he was unable to attend the meeting.

B. ADJOURNMENT OF MEETING

Hearing no further business, **Chair Hollis** adjourned the meeting at **7:52 P.M.**

Respectfully submitted,

/s/ Johntae Ivory

Johntae Ivory
Recording Secretary