

# Hillsboro 2035 Oversight Committee Meeting Summary

March 4, 2021



**Attendees:** Ted Vacek, Israel Munoz, Amber Wilson, Simone Brooks, Gentry Kauwe, Beach Pace, Elijah Lynn, Begona Rodriguez, Beth Graser, Cindy Cosenzo, EJ Payne, Heather Robinson, Ishaan Sinha, Izabella Pena, Jessica Stark, Kim Megorden, Lacey Townsend, Liz Connor, Nathan Sosa, Ramon Cancel, Rommel Rodriguez, Sarah Moll, Tonya Leedy, Zane Othman, Jason Robertson, Dacia Bakkum

*Absent: Deanna Palm*

## Welcome & Icebreaker

Ted Vacek welcomed the group and provided an update on his current status as Chair of the OC. Ted and his family will be moving to Anchorage Alaska and he will be stepping down as Chair in June. A new Vice Chair position has been created and we are happy to report that Israel Munoz accepted the position! Israel will serve as vice chair until Ted resigns in June. At that time, Israel will move into the Chair position and a new Vice Chair will be selected.

The group participated in an icebreaker activity and were asked *"If you were a bumper sticker...what would it say?"*.

## Action Idea Brainstorm

EJ gave an overview of the different districts within Downtown including Historical Downtown, Health and Wellness District, Cultural Arts District, 10<sup>th</sup> Street, and 1<sup>st</sup> Street around where the Carnation building is.

The group discussed implementation ideas for the action *"Implement a means for visitors to visually identify their arrival into the Downtown Cultural Arts District"* (E14D). Ideas include:

- Paint the streetlight poles different colors or artwork in each district; use local artists to paint the poles
- Utilize different lighting styles/colors
- Place uniform, signage at each intersection that leads into the districts; something large and visual
- Use a unique (business) building address plate for each district
- Create archways at the entrances to each district
- Painted and/or tiled/mosaic sidewalks
- Paint/cover utility boxes with art
- Have a mascot, symbol, etc. for each district and promote through various forms of art
- Paint murals on buildings (that represent what local business does/sells)
- Street painting/art
- Banners that span across the street
- Stenciled sidewalks
- Sidewalk art/direction symbols that guide people through each district
- Highlight the districts on Google maps/open source street maps; make sure data is correct

- Street signs with district frame around them or district signage on top of street signs
- Adopt a City bird (Ana's hummingbird) and use bird in district art work/signage
- Make the districts different colors on Google maps
- Have artists create thematically consistent design elements through the districts
- Feature local art on unused building wall space; rotate every 6-12 months
- Art work using plants in building exteriors
- Create chalk art and/or other interactive spaces where people can participate year round
- Create events and/or seasonal contests (example Tweet of Dreams)
- Seasonal window paintings
- Interactive musical elements
- Project images/holograms on unused building facades; use colored e-paper
- Mosaic tile art
- Identify areas within the districts and how they are divided
- Decorate existing infrastructure vs creating separate art pieces
- Identify a symbol for each district
- Use things that Hillsboro cultivates (agriculture, high tech/silicon forest, etc.)
- Create an interactive wall that people can sign
- Utilize native plants and agriculture in landscaping (living walls)
- Fiber optic trees
- Circuit board patterns in designs (nod to Silicon Forest)
- Pipe-in music
- Require public art for development, redevelopment projects (e.g., 1% of total cost)
- Incorporating Hillsboro H or color into new building design
- Photo art

### **Activities Update**

- Thank you to those who signed up to create a 2035 action video (optional). Shout out to Beth and Nathan for already submitting theirs and letting us share their videos with the team. Video submissions are due by May 1<sup>st</sup> and we'll begin sharing on social media soon after. If you have questions or need additional information about the action you've chosen to highlight, please reach out to Jason and Dacia.
- The public comment period for the proposed Home Energy Score policy (H2035 action - ES1A) closed on February 22. There were a total of 718 responses. Staff has been sorting through the responses and will present the survey results and several policy options to City executive staff next week.
- Jason provided an overview of the annual Partner Survey. A link to the survey will be emailed Partners in April.

### **OC Member Updates & Zoom Advice**

- The City of Hillsboro is hiring a Cultural Arts District Manager

- Hillsboro Downtown Partnership is seeking board members. If interested, email EJ Payne at [ej@downtownhillsboro.org](mailto:ej@downtownhillsboro.org).
- Looking to add some excitement to your next Zoom meeting? Invite a goat or a zoo animal to attend! The [Oregon Zoo](https://www.oregonzoo.org/discover/virtual-encounters) offers 15 minute virtual encounters with many different zoo residents including otters, elephants, and giraffes. <https://www.oregonzoo.org/discover/virtual-encounters>. Or schedule a Goat 2 Meeting with Sweet Farm (California based farm) at <https://www.sweetfarm.org/goat-2-meeting>. Thank you Beach for this awesome idea!!
- AgeCelebration is hosting Principles of Togetherness, a weekly online gathering about what connects us and what keeps us apart. Insights, special guests, and more. Hosted by our very own Cindy Cosenzo! Principles of Togetherness begins this Thursday at 11 AM. [Click here to register.](#)
- While using Zoom or other meeting platforms, switch to speaker view. Our minds try to analyze everyone at once which can cause fatigue. Focusing on a single face will help our minds (and bodies) to relax.

### **Next Meeting**

Thursday, May 6, 4-5:30 PM, Location: ZOOM