

Hillsboro 2035 Community Plan

Oversight Committee Meeting Summary



December 09, 2021 | 4:00-6:00pm

Attendees: Beth Graser, EJ Payne, Elijah Lynn, Heather Robinson, Israel Munoz, Izabella Pena, Jessica Stark, Kim Megorden, Lacey Townsend, Liz Connor, Nathan Sosa, Rommel Rodriguez, Zane Othman

Absent: Amber Wilson, Beach Pace, Begona Rodriguez, Cindy Cosenzo, Deanna Palm, Gentry Kauwe, Ishaan Sinha, Ramon Cancel, Sarah Moll, Simone Brooks, Tonya Leedy, Zoi Coppiano

Support Team: Dacia Bakkum, Jason Robertson, Peter Brandom (Environmental Stewardship Task Force)

Welcome and Icebreaker

Committee Chair, Israel Muñoz, welcomed the group and led an icebreaker activity

Hillsboro HDP and HFM Mega Update

Liz Connor, Hillsboro Farmers' Market Manager, and EJ Payne, Hillsboro Downtown Partnership Manager, shared updates about their organizations with the group and each led a small group discussion.

Hillsboro Farmers' Market Presentation/Group Discussion

- Last year, the market doubled prior (COVID) year numbers, returning to close to normal
- Downtown Farmers' Market
 - 3,000 weekly shoppers
 - 60 vendors
 - \$1 million vendor revenue
- Orenco Farmers' Market
 - 3,000 weekly shoppers
 - 65 vendors
 - \$1 million vendor revenue (and still growing)
- More than \$50,000 distributed through food access programs including SNAP food match (up to \$20), SNAP cash match (up to \$10), Veteran's match (up to \$10), Farm Fresh Food coupons (\$20), WIC/Senior Farm Direct Nutrition (\$28 in coupons).
- Small-Scale Neighborhood Markets
 - Two markets operating in hospital district closed due to COVID
 - Scale does not appear viable for vendors, likely unsustainable unless volume changes
- Other:
 - HFM most interested in extending season. Currently runs April-Oct, could start earlier, run later or some combination of both. Preference if for year-round, indoor facility.
 - Additional interest in supporting transition of market vendors to full brick and mortar downtown businesses

Hillsboro Farmers' Market Group Discussion/Ideas

The group discussed action LR2A – Farmers' market season expansion/indoor market.

- Interest in expanding Downtown Market season and finding an indoor or covered space
- About 60 vendors at Downtown Market on average; 80-90 during peak season (pre-covid); estimate 20-35 vendors max for a winter Market.
- Every other week Market may work best; Forest Grove has been successful alternating their winter market every other week for two months (4 markets total); Beaverton also has an outdoor winter market but breaks in Jan/Feb.
- Pop-up markets are difficult for farmers to plan for – they need to plan crops about a year in advance.
- Farmers' Market staff would need 3-4 months to plan and organize an extended winter market
- Goal to increase accessibility

Ideas included:

- School covered areas
- Churches including those with community gardens
- Hidden Creek Community Center
- Washington County parking structure (conference room on ground level)
- Salvation Army building next to Big 5 (currently empty)
- Local farm with covered areas or barn
- Wingspan Event and Conference Center/Fairgrounds
- Growing partners and sponsors: City, Washington County, Colleges
- Creating a "Friends of the Market" nonprofit to help fund capital and maintenance expenses
- Creating a market space at Shute Park (old skating rink site)
- Joint planning and space sharing with proposed Hillsboro Food Coop
- Think big! Plan for twenty years out. This community tends to get those plans done.

Hillsboro Downtown Partnership Group Discussion/Ideas

The group discussed ideas on how HDP can help new entrepreneurs and small Hillsboro Farmers' Market businesses find resources and help to expand and grow.

Ideas included:

- Create an online forum/discussion board or open-source platform
- Include information in the City newsletter
- Reach out to the Oregon Entrepreneur Network for help connecting people in our area
- Promote entrepreneur and business resources on the City's website and Hillhub
- Create a live chat function on the HDP website – much faster and more efficient than email
- Find and/or create seed grants to help businesses get started – especially for those with goods or services that are lacking in the community
- Expand the Library of Things

- Connect people with federal programs offered locally: Scale-Up business training (bookkeeping, legal docs, HR, etc.)
- Partner with colleges (support for business plans)
- Utilize local investor groups to fund business launch

City of Hillsboro Updates

Dacia Bakkum shared the following City related updates:

- Plans to host an event in 2020 and then again in 2021 to celebrate 20 years of visioning in Hillsboro were postponed due the pandemic. We decided to wait and host a 25-year celebration in 2025 which will also coincide with the launch of the 2035 Community Plan after the next five-year update.
- The City adopted a Home Energy Score (HES) ordinance in July 2021 and create a HES Low Income Assistance Program that provide no cost HES assessments for income qualified (total household income at 80% or below area median income) homeowners and renters (with landlord approval).
- The City of Hillsboro has allocated funds for FY 2021-2022 to support income qualified homeowners and renters to replace older, inefficient water heaters with new high efficiency heat pump water heaters which can reduce energy use and cost by as much as 80%. Eligible homeowners and renters (with landlord approval) may be able to receive a new heat pump water heater at no cost. The City is partnering with Community Action to administer the grant program. Community Action will determine program eligibility, ensure program requirements are met, and will facilitate the purchase and installation of the heat pump water heaters.
- Dacia will begin sharing a series of “Discover Your Hillsboro 2035” social media posts that will focus on different actions in the 2035 Plan (see attached image). These will be alternated with the OC action videos that were create earlier this year.
- The Environmental Stewardship Committee has been invited to attend the February 24 OC meeting.
- Results of the survey on homelessness are available on the City’s webpage along with information about winter shelters which are now open. <https://www.hillsboro-oregon.gov/services/community-services/homelessness-initiatives>

Partner Updates

- A pop-up shop is open on 3rd Avenue in Downtown from now until Christmas that features products created by Hillsboro teenagers.
- Downtown businesses have adopted living trees to decorate and donate to local nonprofits
- The City installed new lights on the trees and buildings in Downtown including 10th Avenue and Shute Park.
- Local artists have painted holiday themed images on many Downtown business windows.
- Kim Megorden is teaching a wreath making class at Jackson Bottom Wetlands on Saturday, December 11 at 1pm – all are welcome!
- Nathan Sosa is running for House District 30 which includes east Hillsboro.
- Washington County Solid Waste and Recycling (WCSWR) has a lot of videos up on their new YouTube channel – please subscribe!

- WCSWR is looking to host a popup repair event at the library tentatively in March 2022 and may also host another PlanetCon event in 2022 as well.
- Hillsboro Farmers' Market vendor applications will be available January 1. March 15 is the deadline for new vendors to apply.
- The Hillsboro Farmers' Market will celebrate their 40th anniversary in 2022!
- Plans are underway to create a Junior Achievement BizTown in the former County museum space at the Hillsboro Civic Center.

Public Comment

None.

Notes:
