

**Minutes  
Core Area Advisory  
Board Thursday,  
November 7, 2025  
Council Chambers, 710 NW Wall Street, Bend  
3-5 pm PST**

This meeting will be held in person for board members and via Zoom for members of the public.



CITY OF BEND

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**Core Area Advisory Board Meeting**

**Roll Call**

Present: Corie Harlan, Elisa Cheng, Alyssa Heim, Dale Van Valkenburg, Alayne Fardella, John Heylin.

Ex Officio: Sara Odendahl, Sharon Smith, Rachel Colton, Doug Pigman, Megan Perkins

**1. Approve Meeting Minutes**

Member Valkenburg moved to approve the August 15 and September 30 meeting minutes.

The voice vote passed: 6-0

Yes: Harlan, Cheng, Heim, Valkenburg, Fardella, Heylin.

**2. 2025-2027 City Council Goals**

CAAB discussion ensued on CAAB accomplishments from the past year and was summarized into a document to summarize the discussion, which included the following notes:

CAABS 2024 accomplishments:

1. Distributed funds through Business Assistance Grants (staff to add specific \$ & impact amounts)
2. Initiating Midtown Crossings Projects
  - a. Hawthorne is fully funded, primarily through grants
  - b. Greenwood pilot is complete
  - c. 2<sup>nd</sup> Street has started construction
  - d. Franklin Corridor is being designed.
3. Started to identify barriers to adaptive re-use projects in the Bend Central District.
4. Supported Council consideration of the TIF Housing Affordability & Employment Growth Policy

5. City secured grant for people street planning and additional evaluation of the Juniper to Drake Park Case Study.
6. Approved an annual performance metric report (2023 Annual Report)

Council Goal Ideas:

1. Spur development & unlock infill development opportunities
  - a. Identify and adopt code changes to remove barriers to adaptive re-use projects in the BCD to help spur private development in the Core Area
  - b. Attract housing development and support policy to support housing infill (in coordination with City's housing programs) through legislative priorities (infrastructure & housing asks)
2. Midtown Crossings
  - a. Build midtown crossings projects on time and in budget
  - b. Include beautification on Greenwood, Parkway median, Franklin-more trees
  - c. Council to advance vision for how we connect to Hawthorne Ave (Juniper to Drake Park connections)
3. Focus on enhancing sense of safety in the Bend Central District (BCD)
  - a. Clean-ups, lighting, security.
4. Create a clear roadmap for BCD's transformation
  - a. From current use as a social service hub to planned civic uses (while ensuring a continuation of social services)
  - b. Facilitate community connection on east and west sides of the Hawthorne Bridge.
  - c. How to create a complete community (housing, parks, civic/business uses)
  - d. Identify a BCD Park location
5. How can Core Area goals be integrated into the City's Economic Development Strategy (infrastructure, target sectors, incentives, etc.)

Bend Urban Renewal Agency (BURA) Ideas

1. Investments that will generate more revenue for the Core Area
2. Encourage development through an investment strategy
3. Market/developer surveys to inform incentives development

Process Ideas

Joint meetings with BEDAB and AHAC to identify shared goals/synergies.

Member Valkenburg moved to use today's document and submit it to the City Council for their Goal Setting Process. Alyssa Heim seconded the motion.

The voice vote passed 6-0

Yes: Harlan, Cheng, Heim, Valkenburg Fardella, Heylin

Meeting adjourned 4:20 pm

For a recording of this meeting, click on the link below:

[November 7,2024](#)

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