

Cully TIF District Community Leadership Committee

February 26, 2025



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Agenda

1. Guiding Agreements, Roll Call
2. Icebreaker, Items of Interest
3. Refresher from Last Time
4. Public Engagement: Panel & CLC Discussion, Brainstorm **w/ BREAK**
5. Public Comment
6. Feedback Loop & Next Steps



Guiding Agreements

Open Conversation

Keep within Scope

Hold Equity Lens

Be Goal-oriented

Minimize Interruptions

be mindful of interpretation

Roll Call



Icebreaker

HYPOTHETICAL SCENARIO:

Jessi, Luis and Kathryn have two hours free next Friday and want to distribute flyers about Cully TIF.

Which three locations in the community would you recommend they target?



CLC Member's Items of Interest



Refresher from Last Time

Learned about the components of an Action Plan and what information goes into each section

Began to identify the types of questions the CLC will need to answer in the development of an Action Plan and reviewed a high-level work plan

Began to discuss potential engagement/communication needs and strategies

Public Engagement Overview

District Plan Development



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Building an Equitable Economy

Community Engagement

BROAD: PLACE-BASED ENGAGEMENT

Prosper Portland & Portland Housing Bureau led

Rose City Park
Neighborhood
Association

Beaumont-
Wilshire
Neighborhood
Association

Cully
Neighbor-
hood
Association

Open
Houses

Employers

Roseway
Neighborhood
Association

Concordia
Neighbor-
hood
Association

Sumner
Neighbor-
hood
Association

DEEP: COMMUNITY-BASED ENGAGEMENT

ELC Subcommittee & Living Cully-led

Latine
community

African
American
Community

Low-income
homeowners

Mobile
home park
residents

Houseless
people

Indigenous
and tribal
communities

Small
business
owners &
workers

Somali
community



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ELC-led Engagement: 3 Phases



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Engagement by-the-numbers



Years of
Engagement



Focus Groups
Held



Total Participants



Qualifying Survey
Responses



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Community Priorities We Heard

Community spaces
for recreation,
education and
connection

Buy and bank
land

Remove opportunity
access barriers

TIF funds should be targeted on
stabilization rather than broadly
spent on infrastructure

Invest in stabilizing,
affordable housing

**Stabilize Communities
Vulnerable to Displacement!**

Secure **additional
benefits** from projects
and investments

Provide **inclusive
oversight**
opportunities

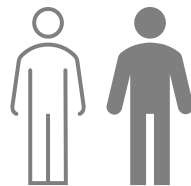
Support local
BIPOC business

Support **historical**
and **cultural** public art

Drive **equitable
economic**
opportunity

Safety-related
transportation
investments

Need more
natural
areas



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Panel Discussion

- Panelist introductions
- Guided Questions and Discussion between, and among, Panel and CLC

Ask Questions

Brainstorm

Identify
opportunities/
challenges



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Panelist Intros (3-5 minutes each)

1. Name, Pronouns
2. How did you first hear about the Cully TIF work?
3. What role did you play in engagement during the development of the District Plan? What did that work look like?
4. What were some of the key takeaways from your work?



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Discussion Questions (Panel & CLC)

1. Taking into account all of the work that's already been done - as we transition into Action Planning, **are there gaps you see in engagement** that should be prioritized?
2. From your perspective and experience, **what questions still need to be asked? Of whom?**
3. The District Plan talks about removing and/or mitigating barriers. **What are the biggest barriers** facing folks you interact with?
4. How do we best keep community members informed and engaged?
How to best share information long term?



Public Comment



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Next Steps Feedback Loop

Next Meeting is Wednesday, March 26



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