

Forest Grove Economic Development Commission
Thursday, March 4 2010

Meeting Minutes

Attendees: Don Jones, Elena Uhing , Janet Lonneker, Ralph Brown, Brian Wilbur, Ali Brown, Lisa Duncan, Lois Hornberger, Cindy Sturm, Mark Frandsen, Preston Alexander

City Staff: Jeff King., Mike Sykes, Jon Holan, Rob Foster

1. Call to Order

Meeting was called at 12:17 PM by EDC chair Don Jones

2. Citizens Communications

There were none.

3. Approval of February 3 EDC summary minutes.

Ralph Brown moved to accept the minutes as amended. Cindy Sturm seconded. The minutes passed unanimously.

4. Additions/Deletions to Agenda & Staff Summary

Staff Jeff King stated that he is working with Benz Spring, a manufacturer that is looking at possible relocating to Forest Grove. King also asked the EDC to look at the economic development workplan for the coming year.

5. Business

A. Mcmenamins- Host Update

Don Jones told the board that the new manager for the Grand Lodge is Clyde Folkerson and that he is now on board. Don also pointed to the EDC meeting calendar and that the July and September meetings are moved to the second Thursday in the month in allowance for the holiday the previous week.

B. Sub-committee Goal Reports

Small Business and Retention

Staffer Jeff King gave an overview of one of the objectives that of creating an environment that supports small/new business start ups. There are several components of this including a starting a business in Forest Grove guide, resource information, mentoring, a business start-up package and a list of local business support services and contacts. This would be a list of local attorneys, bookkeepers, bankers, web designers, etc that a new business could contact. The list would be neutral and we would invite anyone in those business sectors if they wanted to be listed. We would not recommend any specific person. The list and the business package would be at several points including the Forest Grove

Library, Chamber of Commerce and City. The problem that we are trying to address is that a lot of people are not that knowledgeable on starting/operating a business and workshops/seminars are not always well attended. Ali Brown-said that this list will create a network and web resources and help refer people to and so one person gets burdened with too much time commitment. Jeff King said that we would still need to vet the list so that a) business resource providers agree to be on it, and 2) they actually provide the right services. For ample an attorney may only provide divorce services not small business legal services. Elena said her only concern is how it is marketing –need to explain that this list is to help small business creation and that we should add a disclaimer that we are not recommending a specific business and that other businesses can be added. Ali Brown said that the next steps are too develop and add to this network, develop the package and develop a mixer for these business services as a kickoff

Workforce

The workforce center is continuing to add clients. The subcommittee is getting the billing process routinized and increasing marketing. The next step is to set up a public-private partnership meeting to sustain the workforce center and identify other training and workforce resources that we can access. It was mentioned that we should add a temp agency to the workforce partnership.

Branding & Marketing

Don Jones said that the Logo User Agreement is now completed. The trademark, as you may know has also been filed for and is in process of getting approved by the federal government. The committee is now working on developing a list on what groups to provide the branding rollout to. Jeff this list is a starting point and asked for other ideas for additional organizations to add. Jon Holan asked what you expect from the Planning Commission. Do Jones we just want to educate them on what we are doing and what they should know. Ali asked if we should add neighboring cities. It was also mentioned that the School District should be added to the list. Don Jones said we want people to use the Logo User agreement. With the attachments, it is another tool to describe the branding beyond the logo. Elena Uhing said that it is critical that we control use of logo including the color, size and style.

Tourism Committee

It was brought up that the Landmarks Board should have a liaison to the Tourism Committee.

Industrial/Infrastructure

A mass mailing of the Forest Grove economic development brochure and inventory of available sites was sent to 200 Portland metro area commercial and industrial areas brokers. The question is how do we follow up. We discussed sending something every quarter to keep Forest Grove in front of them. It was discussed that we make follow-up phone calls. It was asked if there were any

response from the initial mailings. Cindy Sturm said that is a little different process. If the brokers do not have a client to present, then information that was sent will not be needed right away. Personal follow up never hurts though. She added that we should keep something in front of them quarterly. One issue was how to distribute 200 calls. It was mentioned that we could split up the 200. Janet Lonneker said that we should have common talking points. Mike Sykes talked about the national site selection corenet conference. He said it could be a good event if attendance picks up.

C. Transportation TSP Update

Jon Holan and Rob Foster from the City discussed Transportation Systems Plan (TSP) that is now being updated. The TSP included the Access Management Plan for Hwy 47. ODOT wanted the connection to Cornelius through Holladay Street. The City had their consultant take a look at this. They found out that that this was not practical because speed is a lot lower on 24th, so ODOT is now less interested.

ODOT, Washington County, Metro, City and the City's policy advisory committee (PAC) are all involved in the process. The next step is 2 workshops. The first is with the City Planning Commission and the second with the City Council. The plan gets sent to Metro, then DLCD and to ODOT for input. Final report gets sent to state DLCD. For approval must get input from ODOT.

There was more discussion on the policy. Two maps were presented as options. One map was minus the connection at Holliday, the other minus a light at 19th street extension and hwy 47. There was also comment that Martin Rd was too close to 24th for spacing to have a light or left hand queuing to 24th. Rob Foster said that ODOT's primary concern was throughput and capacity. They want to limit access. The City on the other hand wants to gain access in as many places as we can. Preston Alexander said that the roundabouts as opposed to lights make traffic flow easier. There was discussion about extending 19th Street couplet to Gales Creek. There is a possibility of a roundabout there. ODOT prefers a roundabout at Verboort/Hwy 47. Preston added that it is dangerous to put too much cost on developers/developments.

6. Council Communications

There was none

7. Staff & Boardmember Communications

Ali Brown that there will be an Adelelante Mujeres Fiesta of Hope fundraiser which will include a silent auction will held on March 6th, Saturday at 6PM at Walter Viola Center in Hillsboro. Tax deductions available.

8. Announcement of Next Meeting

There will be NO meeting in April so subcommittees can work on priorities. The next meeting will be May 6, 2010 at 12:00 noon on the first Thursday on the month.

9. Adjournment

The meeting was adjourned at 1: 38 PM

Approved by the Forest Grove Economic Development Commission:

Date: _____