

Forest Grove Economic Development Commission
Thursday, May 6, 2010

Meeting Minutes

Attendees: Don Jones, Janet Lonneker, Brian Wilbur, Ali Brown, Lois Hornberger, John Johnson, Jackie Sandquist, Guy Storms, Mike Henningsen, Terry Howell, Clyde Fulkerson.

City Staff: Michael Sykes

1. Call to Order

Meeting was called at 12:17 PM by EDC Chair Don Jones who asked everyone to introduce themselves.

2. Citizens Communications: None.

3. Approval of February 3 EDC summary minutes.

Mike Henningsen moved to accept the minutes as presented. John Johnson seconded the motion. The minutes passed unanimously.

4. Additions/Deletions to Agenda & Staff Summary: None.

5. Business

A. McMenamins- Host Update

Clyde Folkerson, the new manager for the Grand Lodge, summarized his background and intentions for the Grand Lodge.

B. State of Oregon Business Connectory Presentation

Chad Freeman described The Northwest Connectory online buyer-supplier database for business to business interaction so businesses can work more efficiently together and keep business local. He explained 1) businesses that benefit, 2) benefits for buyers, 3) business information available, and 4) cost. He also answered questions from the commission.

C. EDC Booth Branding May 12 on Main Street Decision

Brian explained this would be the kick-off promoting the "branding" efforts as part of National Tourism Week. Don asked for recruits to sign up for manning the booth and would follow up with everyone after clarifying with Jeff the expectations.

D. Sub-Committee Goal Reports

Workforce

Lois Hornberger from Pacific University said that June Dressler from Pacific career office will be tasked with making sure that Pacific University coordinates with the Workforce Center. She will also be added to the Workforce Partnership. The

partnership will be kicking off their first meeting shortly in May. Mike Sykes asked about activity at the workforce center. Jackie Sandquist said that 70-90 people are using the center daily.

Small Business and Retention

Allie Brown said that the subcommittee is developing a packet or resource and contacts for small business and start ups. All of this information will be put on a CD and available at the Forest Grove Library, City of Forest Grove, Adelante Mujeres and Forest Grove Chamber of Commerce. The package will have three elements: 1) website resources index on business plans, start-up info and organizations 2) local business services providers contacts 3) guidebooks and articles. If anyone knows of any other local business provider contacts to add to this list, please let me know.

Industrial/Infrastructure

Janet Lonneker said the committee discussed how to follow up to the letter and package sent to 200 brokers. Our next step is to talk to industrial customers to understand what their space needs are or conversely what available land and buildings that may have. JJ Johnston added that we want to determine if there is any additional land inventory that is not being marketed.

Tourism Committee:

No report. No subcommittee member in attendance.

Branding & Marketing

Brian Wilbur said that the trademark has been filed for with the federal government and has been approved. We are just waiting for the final paperwork. There is also a logo use agreement also in place. Brian said he will be meeting with John Shrag this week to see what he has for 3-4 "hero" or signature photos that convey the branding message. He said we also met with David Hill winery. They are a key part of the pitch. We have a story out there that suggests we (Forest Grove) were first in making Pinot. Don Jones said he was able to find documentation that confirms Charles Coury's dissertation. He said he also spoke to Betts Coury who was there at the first planting. Clearly, the first planting was in Forest Grove.

Wayfinders

Lois Hornberger has that the wayfinding committee has been meeting with a consultant who is designing our wayfinder signs and kiosks. Decisions are being made in selecting different colors for different districts. Lois showed an example of the downtown kiosk. It will have businesses listed with a map of the downtown. There will also be one kiosk at each end of the historic districts then another one at the Lincoln Park area and one at Lincoln Park area that will be more regional. We will also be designing street signs that will have the logo. Colors are all part of the branding palette. All of the wayfinder signs and kiosks will have the logo. Jeff King has also applied to the WCVA for a grant to purchase and install the signs.

6. **Council Communications:** None.

7. **Staff & Commission Communications**

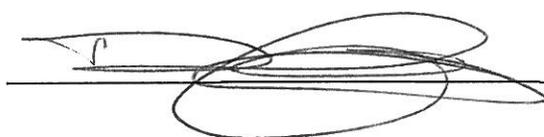
Sykes explained the City's Sidewalk Improvement Project and answered questions regarding street tree guidelines. He also reminded EDC that the sign ordinance would go into effect in July and it is desired that businesses will utilize the signs being recommended by the Wayfinders Committee.

8. **Announcement of Next Meeting:** Subcommittees will meet in June to work on priorities. The next meeting will be July 8, 2010, at 12:00 noon on the second Thursday of the month due to the holiday week.

9. **Adjournment:** The meeting was adjourned at 1: 38 PM

Approved by the Forest Grove Economic Development Commission:

Date: 8-12-10

Signed:  Chair