

Forest Grove Economic Development Commission
Thursday, June 4, 2009

Meeting Minutes

Attendees: Elena Uhing, Mark Frandsen, Don Jones, Brian Wilbur, T.J. Buehler, Janet Lonneker, Preston Alexander, Dave Rasmussen, John Schwan, Cindy Sturm, Lisa Duncan, Ali Brown.

City Staff: Jeff King, Michael Sykes, City Manager,

1. Call to Order

Meeting was called at 12:14 PM by EDC chair Don Jones. Don asked the board if the July meeting should be moved to July 9 on account of the holiday weekend. The board agreed.

2. Citizens Communications

There were none.

3. Approval of May 7th EDC summary minutes.

Mark Frandsen brought up two corrections to the May minutes: 1) the correct first name of the guest was "Pete" Lepschat and 2) Mark elaborated his comments on page 4 regarding the processed water and irrigation pipe from his facility. Brian Wilbur made a motion to accept the minutes with the amendments. Mark Frandsen seconded the motion. The motion was approved

4. Additions/Deletions to Agenda

There were none.

5. Business

A. Mcmenamins- Host Update

Don Jones thanked Mcmenamins for use of the meeting space and lunch.

B. Highway 47 Access Management Plan Report Update

Mike Sykes talked about the importance and value of input from the EDC. He also said that that staff will not be recommending the Holladay extension be part of the plan. Mike also said that there is staff discussion every Tuesday. He also said feedback from the transportation committee, Council, EDC are all important and a lot of changes are recommended on the Highway 47 plan and also the expansion of the City UGB which might or might not happen. If we can't expand that might cause us to do things otherwise. He added, that we should wait through summer to see what happens with Ag/Urban study and reserves issue. He said they will take input and set aside for summer. Councilor Uhing stated that it still does not mean that Metro will approve any expansion. Cindy Sturm asked what it Metro's time frame for a decision. Mike Sykes responded that it would be the end of 2009 on the urban/rural reserve issues. He added that

Council has a work session on what direction we would expand to. Don Jones asked that when the City has discussions with Metro, does it help to have transportation plan in hand or is that irrelevant. Mike said that it is somewhat irrelevant. He said that there are 5 options before the committee with #5 being the worst case where there would be no expansion –no nothing. He did not want to send that message. Cindy Sturm mentioned Banks and that they are not part of Metro but are dealing with their own UGB.

Mike Sykes said that 1,000,000 people are expected to be added to the region. Washington County says there are clusters of growth where industries want to locate, but Portland says that they can accommodate all of it, just build upward vertically. Except many companies do not want to do that. Preston Alexander said that if we want industrial to be here, we need enough land. Mark Frandsen asked about a potential option 5. he asked if that would totally preclude thinking about Main Street extension, Beal extension and David Hill extension. Mike Sykes said no but we would not have control, Washington County would have control and it would make it more difficult. Mark Frandsen asked if it would be helpful to have a little more insight on Metro and if it helps to be patient. Don Jones added that sometimes patience helps. Mike Sykes said that Metro is supposed to follow an idea of “Great Communities” that is supposed to take in other factors. Hopefully we can we can convince Metro that we need to share growth and allow us to do some expansion to truly make a great community.

C. Strategic Plan – Prioritization Presentations

Industrial/Infrastructure Sub-Committee

Janet Lonneker of the Industrial and Infrastructure Sub-committee gave the first presentation. She said that industrial development will drive the local economy. Janet presented 4 priority goals:

Inventory Data and Develop Industrial Recruitment Information

Implement Industrial Marketing & Recruitment Strategies

Ensure Adequate Power, Utilities Sufficient to Support Growth Needs

Retain and Expand Existing Industrial Businesses

Dave Rasmussen said a lot more layers like sewer, water need to be identified to find existing system deficiencies. Janet added that Mike Henningsen brought up the point that power is one of our strategic advantages. Dave Rasmussen that infrastructure to have more layers about what is available at a site –to determine what is there and what are the deficiencies. Preston Alexander asked who will pay for all of the infrastructure? Mark Frandsen said that we think these priorities can make a difference. Very competitive power rates are a primary driver of why businesses are here or would like to be here. Dave Rasmussen added that we need to let people know upfront of strengths and deficiencies of site. Brian Wilbur said that the key for the goals is if it gives us a competitive advantage. Cindy Sturm stated that a lot of what site needs is information that the City contains, so outside consultants should be limited. Mark Frandsen said that the key focus should be more near term –helping Jeff by having a database of what exists for infrastructure and intent of property owners, next level is finding out what we

don't have. Councilor Uhing said to present to Council something that is easy for them to follow. Keep as roadmap then add layers. Mike Sykes said that some of the long term goals are also being worked on so they can be assigned. Mark Frandsen said that the strategic plan should be a little more than a roadmap. Councilor Uhing said that specifics are fine but don't get too layered for a council report

Commercial/Retail Subcommittee

Preston Alexander gave the presentation. The priority goals were

Retain existing commercial/retail businesses in Forest Grove

Support creation and formation of new retail/commercial businesses

Support events that showcase and increase activity in Downtown

Related Tourism Goals

Expand Tourism Opportunities in Forest Grove

Preston said that there is a perception that people do not know we have a downtown. Property owners are somewhat unaware of market leasing conditions. Lois Hornberger said there were some competitive issues among businesses. Having more than one specialty store is not a bad thing. Is that included? Preston said that part of the overall goal is to hold workshops to help with these issues. As to new business start-ups, part of the process is acquiring information. The issue is of critical mass/tipping point –getting enough people aware and shopping downtown and a critical mass of enough businesses. Preston added that some of the goals are ongoing that staff is working on and some like infrastructure issues have different elements of which some are on-going and some are short term.

Branding/Marketing Sub-committee

Brian Wilbur gave the presentation. The priorities were:

Increase tourist/visitor counts and expenditures in Forest Grove

Attract Commercial/Industrial Business to Forest Grove

Promote Local Entrepreneurial/New business formation

Brian said that a lot of work on the first priority has been done in developing a branding and marketing program. We need to convince the chamber to establish a tourism committee. Two reports on tourism have been completed and are loaded with great ideas. We now need to implement the ideas that are laid out. We haven't gotten the word out yet on branding. Need to coordinate stakeholders and encourage them how to use our brand.

Due to the meeting coming to an end, it was decided that the last two sub-committees would make their presentation at the July 9 meeting.

D. Sign and Right of Way Codes

Don Jones referred board members to their meeting packet. It contained the draft proposals of a new sign code and right-of-way ordinance. He also pointed to a memo prepared by EDC staff Jeff King as to some of the key provisions of the

sign code. Don asked members to review this memo and to come back to the next meeting to discuss the provisions and provide input to the City.

6. Council Communications

There was none.

7. Staff Communications

Comments in the Workforce Express Center and EDC Board replacements were held for the July meeting.

8. Announcement of Next Meeting

EDC Board members agreed that the next meeting will be July 9th, 2009

9. Adjournment

The meeting was adjourned at 1:42 PM

Approved by the Forest Grove Economic Development Commission:

Date: 7/9/09

Signed: 