

Forest Grove Economic Development Commission
Thursday, December 2, 2010

Meeting Minutes

Attendees: J.J. Johnston, Preston Alexander, Dave Rasmussen, Lisa Duncan, Guy Storms, Lois Hornberger, Mark Frandsen, Elena Uhing, Ali Brown, Richard Matzke, Cindy Sturm, Don Jones.

City Staff: Michael Sykes, Jeff King

Also Attending: Councilor Tom BeLusko, Jr.,

1. **Call to Order:**

The meeting was called to order @ 12:15 p.m. by Brian Wilbur.

2. **Citizen Communications:**

None.

3. **Approval of November 4, 2010 Meeting Minutes:**

J.J. Johnston moved to accept the minutes as presented. Lois Hornberger seconded the motion. The minutes passed unanimously.

4. **Additions/Deletions to Agenda & Staff Summary:**

Jeff King proposed a meeting schedule for 2011. He mentioned that the usual meeting time/day of the first Thursday of each month could be changed if needed in months that include holidays. Jeff also noted that there are several EDC seats that will come due at the end of December 2010. Anna Ruggles, the City Recorder, determines if those seats will be refilled by the same person, or if the EDC needs to look into recruiting some one new to fill those seats. Members may re-up for a second term without going through as formal an interview process as their initial appointment. If re-upping for more than 2 terms, a candidate would need to go through another full & formal interview with the City Council.

5. **Business**

A. **McMenamin's Host Update**

Brian Wilbur noted that McMenamin's has been very generous over the past few years hosting the EDC Meetings each month for free. He suggested honoring McMenamin's in the form of an official letter or certificate to show the EDC's appreciation for all they donate and contribute. Elena Uhing asked that the EDC go ahead and make a formal

request to Anna Ruggles to draw up a certificate of appreciation. Brian asked if everyone was in agreement with notifying Anna, and everyone agreed to proceed. Elena noted that the certificate will be framed and signed by Mayor Truax.

B. Top 5 Goals & Objectives Follow Through

Brian Wilbur wanted to re-visit the goals and focus of the EDC. A conversation on this topic had begun at an earlier EDC Meeting, but due to time constraints, not all of the topics were discussed. Brian noted that he would like the group to determine if the EDC's goals are the same as is in the past, or if they have changed over time. He thought this was an appropriate time to re-evaluate this topic since 2010 is drawing to a close, and it would be a good time to start a new list of goals for 2011. Quite a bit of time was spent going over the goals, and The Commission was able to touch on every point or goal without running out of time during this session, and come to a consensus on each topic. The topics discussed included:

- Database of Available Land
- Sewer Facilities Plan
- Documenting the Needs of Current Land Owners
- Taking Steps to Compile a Guide to F.G. (i.e. DVD or video)
- Target Print Advertising
- Establish an Ambassador Program
- PR Program
- Explore a Community Icon
- Exchange of Information
- Tourism
- Market & Promote F.G.

6. Council Communications

Elena felt like the main focus right now should be the B&C Dinner on January 13, 2011. Decisions like, what is going to be presented, how we are going to talk about the commission, what our accomplishments are, what our goals are, and what our next steps are. She asked Brian if he wanted to reach out to various members to get their input and ideas. Brian agreed and noted that would not be a problem. Jeff King said he would work with Brian on the presentation for the dinner. He also noted that he feels the presentation should be narrowed and focused on the EDC's plans and goals for the future. Elena suggested bringing branding & downtown historic pieces and paraphernalia to the dinner to better show what the EDC has accomplished as a team in the last year.

Michael Sykes noted that the City Council had a meeting with the Budget Committee to identify some of the strategic actions the City could take to try and deal with budget shortfalls ahead. One of three top priorities identified by the Council and the Budget Committee was the importance of putting emphasis on economic development and identifying ways that we can help grow our local economy. The Council asked for them to come up with a strategy to be presented at their retreat in February. Michael felt like this retreat will be a good forum to make the case for the EDC's goals and strategies, with the hopes of securing more funding for these types of projects.

7. **Staff & Board Member Communications**

Brian Wilbur noted that each subcommittee should meet prior to the next meeting on January 13, 2011 and that identifying strategies to be presented to the City Council should be discussed. The fact that the B&C Dinner and the next EDC Meeting were currently scheduled on the same day was brought to the Commission's attention by Lois Hornberger. It was decided that the next meeting will be held on Thursday, January 13, 2011.

Jeff King reiterated that he feels starting a small business stimulus program would be very beneficial to the City's economic growth. He feels it would be a very beneficial program with little fiscal impact on the City. The incentive for small businesses to be able to purchase awnings or signs subsidized and designed by the City was well accepted. Jeff said he would send out more information by e-mail for the members to consider.

8. **Announcement of Next Meeting**

The next EDC meeting will be held on Thursday, January 13, 2011, instead of the typical Jan 6th meeting day, The Annual Boards & Commission's Dinner is scheduled for the evening of January 13, 2011.

9. **Adjournment**

Brian Wilbur adjourned the meeting @ 1:38 p.m.

Approved by the Forest Grove Economic Development Commission:

Date: January 13, 2011

Signed: _____