

MEETING MINUTES

ATTENDEES: Guy Storms, Tim Budelman, Bruce McVean, J.J. Johnston, Hope Kraemer, Brian Wilbur, Jeff King, Justin Norman, Eduardo Corona, Elena Uhing, Howard Sullivan, Kelly Marks, Don Jones

CITY STAFF: Michael Sykes, Jon Holan

ALSO ATTENDING: Aubrey Lindstrom (Jeff King’s Intern), Andrea Castillo (Reporter with the Forest Grove Leader), Bob Terry (Washington County Commissioner), Javier Urenda (Adelante Mujeres), Amy Cox (Jon Holan’s Intern)

1. CALL TO ORDER:

The meeting was called to order by EDC Chair Tim Budelman @ 12:11 p.m. At this time Tim Budelman asked everyone to please go around the room and introduce themselves.

2. CITIZEN COMMUNICATIONS:

None.

3. APPROVAL OF THE SEPTEMBER 12TH, 2013 MEETING MINUTES:

Brian Wilbur moved to accept the meeting minutes as accepted. EDC Vice Chair Hope Kraemer seconded the motion. The meeting minutes passed unanimously.

4. ADDITIONS / DELETIONS & STAFF SUMMARY:

Jeff King handed out a newly completed Local Dining Guide which Aubrey Lindstrom researched and put together. Jeff went on to announce that the EDC has decided to continue advertising on Oregon Public Broadcasting (OPB). Advertising with OPB allows for the City to reach both radio and T.V. audiences. Jeff added that Aubrey has been researching Google Ad Words to see if it could be a good option to use for more advertising. Jeff said that the Economic Development Department plans to continue with aggressive marketing throughout the next year. He also mentioned that Summit Foods has now moved in to the old Cedar Canyon Water building, and has completely renovated and remodeled it.

5. BUSINESS

A. McMENAMIN’S HOST UPDATE

Clyde Fulkerson was unable to attend today’s meeting, and so there was no host update.

B. EDC BOARD OPENINGS

Jeff King reported that Jon Michael Cowertz who works with PCC / Willow Creek Campus, and has attended several EDC meetings in the past, would like to be inducted into the EDC as an ex-officio member. Jeff explained that Jon Michael would be a great asset to the group, and that he would attend as a non-voting ex-officio member. Hope Kraemer motioned to accept Jon Michael as a ex-officio member. Don Jones seconded the motion. The motion passed unanimously. Next Jeff mentioned that there are still openings within the EDC in the areas of wood products, and the wine industry. Hope, Kelly, and Tim all volunteered their time to help recruit members to fill these vacancies. Jeff said that the thumb drives have recently been updated, and that he would like to get the thumb drives out to businesses within the community such as Bank of the West, Pacific Insurance Partners, and the Chamber of Commerce in hopes to better reach small businesses who have little or no contact with the City Hall and/or the Economic Development Department.

C. MENTAL MAPPING EXERCISE

Jon Holan briefly explained the mental mapping exercise. He stated that it is one way that city engineers or designers can get a better idea of how to improve a downtown area in a city. The objective of the exercise is to get an idea of how people perceive a downtown area, and learn what people's mental image of a particular downtown area is. This helps those who are working to improve a downtown area better understand how a downtown is currently functioning, and how it can be improved. Jon mentioned that this mental mapping exercise is available at the Farmer's Market, and it has also been given to two 5th grade classes at the Forest Grove Community School. The more people who take the exercise, the better idea City planners have of how to improve the downtown area.

Next, Amy Cox, who researched and put together this exercise, further explained the 5 definitions and symbols used in taking the exercise. She stressed to everyone that there is no right or wrong way to draw their map, and that each person should draw the features of the downtown area as they remember it in their mind's eye. The EDC members took approximately 15 minutes to complete their mental maps, and then returned them to Amy to be analyzed and processed.

D. EDC OPERATING GOALS

Tim Budelman expressed interest in perhaps introducing a new format into the EDC monthly meetings. He suggested having a guest from different economic positions throughout the greater Portland area attend each meeting. He felt that this would be a good way to introduce some new and objective ideas to the group. Entities such as Washington County, Metro, and Westside Economic Alliance were all mentioned as possible guests. Elena Uhing added that including government representatives might be a good idea as well. Jeff King said he felt that was a good idea, but that we need to be

careful to use our time wisely and accomplish as much as we can with each meeting. J.J. Johnston added that it may be useful to have a broker or site selector come and speak in order to help the group to see a true perspective of the City, and explain what can be done to help attract desirable businesses to Forest Grove. Brian Wilbur reiterated that it is a great idea to invite consultants and/or brokers in order to hear what their ideas are, and that they may view it as a good business opportunity, and they may remember Forest Grove when they are showing clients available property. Brian also mentioned that he thought a monthly update from the Chamber of Commerce would be beneficial to the group. Jeff King went on to say that one idea is to have a spotlighted business attend each meeting. This way the EDC could hear first hand from businesses what they are currently doing, what their challenges are, and what needs the City might be able to meet for them. This information would help the EDC to learn and grow, and to become more effective. Hope Kraemer said that she thought the last update from the Forest Grove School District Superintendent was very helpful, and would like for her to attend a meeting in the near future. Michael Sykes asked Jeff King if this type of format might be a viable option for upcoming meetings, and Jeff said he thought it could be.

E. STRATEGIC PLANS & GOALS

Jeff King handed out a streamlined version of the Strategic Plan, Goals & Action Steps. He said that the subcommittees will be meeting to adjust and streamline the goals even more. He felt like adding modern ideas like YouTube, thumb drives, and newer technology in general is very important. He added that of course business attraction, business retention, and tourism are all still very important parts of the EDC goals. He said that he feels it is important to start by evaluating the current goals to see if they are still valid and make sense, or if they have become outdated, or simply are not useful anymore. The committees should ask themselves if new or different goals should be added. Michael Sykes pointed out that a strategic plan is something that changes all of the time and needs to be revised constantly. He said it is helpful to go through the plan line by line to pinpoint exactly where the group has been successful, and then set new goals. Tim proposed taking some time at each meeting for subcommittees to meet. Don Jones agreed that that may be a good idea since it is very helpful to get other peoples input because it offers new ideas and a fresh perspective. Don added that possibly the spotlighted business that is invited to speak can directly relate to the goal that is to be discussed during that meeting. The group responded very positively to that idea.

6. COUNCIL COMMUNICATIONS:

Elena Uhing reported that there has been a lot going on recently with the City Council. The League of Oregon Cities Conference was recently held, and our yearly visit from sister city Nyuzen, Japan is coming up October 31st thru November 4th. She also mentioned how exciting it is to have Summit Foods move to our city, and that she was fortunate to attend a tour and lunch there last week. The company will process food, including apple chips that she said are awesome. She also mentioned the ground

breaking ceremony to celebrate the beginning of construction on the new residence hall that is being built at Pacific University. The ceremony will be held on October 10th, 2013 @ Reynolds Field on the Forest Grove Campus. Lastly, she said that the last Times Litho consulting meeting was last month, and that the project is moving forward. She stated that she was very happy to be able to participate in the process of developing that property.

7. STAFF & BOARD MEMBER COMMUNICATIONS:

Kelly Marks informed everyone that the Washington County Museum Annual Gala and fund raiser will be held @ Trinity Lutheran Church in Hillsboro this year. It is this Saturday, October 5th, and she said there are still a few seats available if anyone is interested in attending. Also, Javier Urenda reminded everyone that the last Farmer’s Market in Forest Grove will be on Wednesday, October 30th. Howard Sullivan reported that the Annual Corn Roast was very wet and windy, and that attendance suffered because of that, but there were still quite a few people who came out despite the weather. He thanked everyone who helped with organizing the event.

8. ANNOUNCEMENT OF NEXT MEETING:

Tim Budelman announced that the next EDC meeting will be held on November 7th, 2013 @ McMEnamin’s Grand Lodge in the Alice Inkley room.

9. ADJOURNMENT:

EDC Chair Tim Budelman adjourned the meeting @ 1:40 p.m.

Approved by the Forest Grove Economic Development Commission:

Date: _____
EDC Chair