

Meeting Minutes

ATTENDEES: Hope Kramer, Vice Chair; James Draznin; John Hayes; Steve Krautscheid; Mark Nakajima; Janis Nichols; Justin Norman; Guy Storms; Howard Sullivan; Javier Urenda; Brian Wilber; Lois Hornberger, Alternate

CITY STAFF: Jeffrey King, ED Program Manager; Jesse Vanderzanden, City Manager; Cassi Bergstrom, Admin Specialist; George Cress, L&P Director; Brandi Walstead, Program Specialist

ALSO ATTENDING: Elena Uhing, Council Liaison; Angelica Perez, Adelante Mujeres; Marc Meinecke, Chaucer General Manager

1. CALL TO ORDER:

The meeting was called to order at 12:14 p.m. by EDC Vice Chair Hope Kramer.

2. CITIZEN COMMUNICATION:

None.

3. APPROVAL OF MAY 5, 2016 SUMMARY MINUTES:

Mr. Nakajima moved to accept the meeting minutes as presented. Mr. Sullivan seconded. The minutes passed unanimously.

4. ADDITIONS/DELETIONS & STAFF SUMMARY:

A. STAFF BUSINESS UPDATES:

Mr. King gave an update on the most recent Enterprise Zone application that came in for the McMenemy's \$4.2 million remodel to their upstairs attic space to include more hotel rooms. McMenemy's has an urban garden and plan on using their grown plant products to create new teas and drinks, a lot like what Edgefield does currently.

An update was given on the current commercial/industrial projects going on, including the CEP and Metro grant that Main Street businesses will use to recreate their facades to become more historic.

Mr. Vanderzanden stated that in lieu of the marijuana recommendations made by PSAC and EDC, the Planning Commission will meet June 6. There will be a work session prior to the meeting that will go over the time/place/manner constrictions. June 27 will be the first reading to City Council, and second reading will take place July 11. Staff has done a good job preparing for this meeting.

ECONOMIC DEVELOPMENT COMMISSION
THURSDAY June 2, 2016
McMENAMIN'S GRAND LODGE – ALICE INKELY ROOM
PAGE 2

Mr. King went on to discuss the food process industry, and how he has been in discussion with Pacific University to give opportunities to students to work within the industry.

An economic indicator was passed out to show the growth in the area.

City Council will have a resolution for the re-authorization of the Enterprise Zone on June 13.

Three marketing pieces for Light and Power, Sustainability, and Forest Grove School District were included in the packet to show what will be uploaded to the website to help promote.

Lastly, Mr. King stated he is working with Great NW Grill in their small business practices.

Vice Chair Kramer stated that the map/tear sheet for Savor Forest Grove is now in the print show, and Mr. King put a link to the website on the last email.

5. BUSINESS:

A. McMENAMIN'S -HOST UPDATE:

None.

B. FOREST GROVE CHAMBER OF COMMERCE UPDATE:

Mr. Sullivan gave the update for the Chamber:

July 7-31 will be the Affordable Home Show in Pacific Crossing. The Viking House will be featured, and it is an amazing piece of work. Mr. Hayes stated the cabinets are built by students and made of walnut.

Forest Grove High School gymnasium is awarded to host the state volleyball and basketball games coming up next year, co-hosting with Pacific University.

June 22nd, Doherty Ford (who has been in business in Forest Grove for 67 years) will be having a ribbon cutting for their new facility.

Mr. Sullivan brought the new visitor guides to the EDC board.

C. LATINOSMALL BUSINESS OPPORTUNITIES-JAVIER URENDA, ADELANTE MUJERES:

Mr. King introduced Javier Urenda from Adelante Mujeres.

Mr. Urenda gave a presentation on what Adelante Mujeres is doing in the community. Mr. Urenda is the small business development coordinator. Adelante Mujeres was created in 2002 to empower low income Latino women and their families. They do this by creating programs such as the Small Business Development Program, Chicas Youth Development Program, Adult Education & ECE Program, Sustainable Ag Program, and the Forest Grove Farmers Market.

The Empresas Program is how Adelante Mujeres gets people involved in the community. They allow access to two commercial kitchens in the area and show how to apply to sell items at the FG Farmers Market. Empresas class is a 10 week, 2 hour class offered twice a year. It is offered in Spanish and childcare is available. They focus on the triple bottom line: Profit, People, Planet.

Adelante Mujeres also helps with technical assistance, and help to create a mission statement for new businesses with goals and a vision. Tools are provided to write up a business plan, and help to formalize the business with state registration, EIN, and BIN number. A business structure is selected by explaining the difference between LLC, sole-proprietorship and corporations. Financial management, techniques and business requirements are gone over to help understand what is needed to start a business.

Ms. Angelica Perez went over the access to capital and how Adelante Mujeres helps to fund starting businesses. Individual Development Account (IDA) is a grant program that offers 3:1 match to participant savings. It builds them with skills to become more self-sufficient with limited financial resources.

Kiva Zip is a crowdfunding tool that allows for a loan at 0% interest up to 24 months. It is a great way to get money as a network, and it does get paid back. Mr. Norman stated that he has funded on Kiva Zip, and it is very rewarding to see with a 92% rate of payback.

Ms. Perez gave some examples of how these grants and crowdfunding programs have helped local Latino businesses get on their feet and become successful.

Mr. Urenda went on to give examples of funds and grants that help the micro and small businesses to get started. Empresas Talleres is a monthly event with local presenters, and they go over: cash flow, minority registration, customer service, co-packing, Workers Comp, and marketing. Mr. Urenda told success stories of local

businesses, and that 65 participants graduated from Empresas classes in 2016. Businesses are created with strong financial capability. Challenges include promotion of Kiva Zip access to capital, bilingual volunteers, access to capital for commercial kitchen fees, and improvements to the data base to track participant outcomes.

Ms. Uhing asked how the city can help work with Adelante Mujeres. Mr. Urenda responded that they need more contact with the city via meetings. Mr. Krautscheid stated how the graduation rate of the Chicas is very impressive.

Mr. King asked if there is a directory about services provided within the Small Business Development Programs, and Mr. Urenda answered that they are currently focusing on starting businesses, but it would be good to connect them with jobs. A directory of services provided will help the businesses to become connected with the industries.

Ms. Kramer inquired if all businesses worked with are on the Adelante Mujeres website. Mr. Urenda answered that it depends on the stage that the new business is at. Mr. King stated that the "Starting a Business Guide" would be helpful if it was transposed into Spanish. Ms. Kramer asked if there is a limit to participants, and Mr. Urenda answered that there are around 25 participants, making it manageable. There is a waiting list.

D. COUNCIL COMMUNICATION – ELENA UHING:

Ms. Uhing gave an update on the council meetings and activities:

June 1st – Election packets are available and there are three open positions

June 3rd – Rotary steak feed

June 6th – Police department has hired 3 officers, 1 reserve

June 8th – Library open house

June 13th – Summer swim classes begin

June 23rd – Westside Economic Alliance forum with Gov Brown

The city has concluded the FY 2016-17 budget proposal, and it will go to council on June 27th.

The city has multiple job opportunities opened up.

Light and Power has been working on replacing street lights with more efficient LED lights.

FEMA updated the flood plain maps, and it will conclude November 4th.

GroveLink shelters are being reviewed. Councilor Thompson advocated and put this transportation plan together successfully.

May 18th was the Latino Summit.

Marijuana code amendments will go to Planning Commission June 6th, with first reading being June 27, and second reading being July 11th.

A WashCo thrive initiative was put together, and is looking at the bigger needs for housing, workforce training and early education within the community.

Land Use Committee met on May 18th to discuss the west side.

E. BOARD VACANCIES, 3 POSITIONS, ELECTIONS:

Mr. King went over the board vacancies: developer position; financial institution; workforce chair and vice chair. Bylaws require election on the Chair and Vice Chair. Ms. Uhing requested that the EDC submit names to Mr. King via email. EDC is formed by sector, not by individuals, which makes it a different form of commission than the others. The idea of a subcommittee to be formed based on the number of names that come in, and Ms. Kramer suggested that an email be sent out with the board vacancies available.

Mr. King let the board know that the next meeting will be changed to July 14th due to the holiday week.

6. STAFF & BOARD MEMBER COMMUNICATIONS:

Ms. Hornberger informed the board that the corn hole championship will be held Saturday, June 4th at the Stohler Center.

7. ANNOUNCEMENT OF NEXT MEETING:

Vice Chair Kramer announced that the next meeting of the EDC will be on Thursday, July 14, 2016 at 12:00 noon in the Alice Inkley Room at McMenamin's Grand Lodge.

8. ADJOURNMENT:

The meeting was adjourned at 1:34 P.M. by consensus.

Respectfully submitted by: Cassi Bergstrom

ECONOMIC DEVELOPMENT COMMISSION
THURSDAY June 2, 2016
McMENAMIN'S GRAND LODGE – ALICE INKELY ROOM
PAGE 6

Approved by the Forest Grove Economic Development Commission:

Date: _____,

Signed: _____

EDC Chai