

**MEETING MINUTES**

**ATTENDEES:** Elena Uhing, Eduardo Corona, Kelly Marks, Tom Steele, John Hayes, Howard Sullivan, Tim Budelman, Don Jones, Hope Kramer, Mark Nakajima, James Draznin, John Hayes, Bruce McVean, Zach Barrer, Jon-Michael Kowertz, Lois Hornberger

**ALSO ATTENDING:** Sandra Fowler, Campus President, Portland Community College-Rock Creek

**Staff ATTENDING:** Jeff King, Nyssa River, Intern

**1. CALL TO ORDER:**

The meeting was called to order @ 12:08 p.m. by EDC Chair Tim Budelman.

**2. CITIZEN COMMUNICATION:**

None.

**3. APPROVAL OF SEPTEMBER 11 2014 SUMMARY MINUTES:**

Kelly Marks moved to accept the meeting minutes as presented. Seconded by Don Jones. The minutes passed unanimously.

**4. ADDITIONS/DELETIONS & STAFF SUMMARY:**

One addition to the agenda was an update from Tom Steele of Viasystems. Tom said that it was announced on September 22<sup>nd</sup> that Viasystems is merging with TTM in an all-stock deal. He said it probably be by summer 2015 before the merger is fully approved by the federal government. He said that TTM is the largest producer of printed circuit boards. They have \$2.5 billion in sales and 30,000 employees while Viasystems is \$1.3 billion in sales. Tom added that TTM has one large manufacturing facility comparable to the Forest Grove facility. However the Forest Grove facility produces more specialty products so there is not much overlap. There is not expected to be much impact to the Forest Grove facility.

Jeff King gave an update of the Industrial Site Assessment Project. Forest Grove, along with several other Washington County cities is a part of a Washington County consortium that received Metro CET funding to improve the readiness of industrial sites in the county. These sites are designated as Tier 2 and 3 sites meaning it could take 2 years or more before they could accommodate a use. Forest Grove has four sites that are being assessed are: the Henningsen site on Yew Street, 2 sites on Oak Street owned by Woodfold Mfg. Co, and sites off of Elm Street/Hwy 47 –Woodburn Industrial and the new Halle site will be brought into the City as part of the Grand Bargain state

legislation. All four sites are over 25 acres. A consultant, Group McKenzie, will do the assessment which will include market opportunities, infrastructure needs and costs, footprint design concepts and economic viability. The goal of the project is to move these sites to the next step of readiness. Jeff also stated that Times Litho project is moving ahead with a hotel developer. A consultant, who do a hotel market feasibility analysis, has been chosen and an option to purchase is in the final stages of negotiation.

Jeff added two items related to tourism. First that Forest Grove events continue to break attendance records –all of the September events experienced such growth including Tour of Historic Homes, Chalk Art, First Wednesday, Lions Run/Walk and the Corn Roast. Jeff also said that the Farms, Food and Beverage held a kick-off meeting to begin implementing a CEP grant to promote and increase tourism in this sector.

**BUSINESS:**

**A. MCMENAMINS – HOST UPDATE:**

General manager Zach Barrer reported that the Grand Lodge is doing with year over year revenue up 8.5%. He added that the Passport program is doing well and that the Grand Lodge is now dog friendly with several rooms now accommodating dogs. Zach said that McMenamins is considering several changes including the Compass Room becoming a movie theatre and offering first run movies. If approved, it would be ready for January 2015. Also being considered is renovations that will add more in-room bathrooms and air conditioning. He also added that they held a successful scotch dinner with 38 attending and will be hosting the Birds and Brew Fernhill Wetlands event later in October.

**B. FOREST GROVE CHAMBER OF COMMERCE UPDATE:**

Howard Sullivan gave a brief update on Chamber news. He said that the Corn Roast was a success. He said that better weather and holding the event on a Saturday in conjunction with the Chalk Art Festival helped. He announced also that the chamber added 3 new members and that there will be a ribbon cutting for Spin a Good Yarn on Main Street this Saturday. He also added that this weekend Pacific University will have its Homecoming. Lois Hornberger added that On October 11, Pacific University will host the Vonn Trapp singers as part of the Performing Art Series.

**C. GUEST SPEAKER ---- SANDRA FOWLER HILL PRESIDENT PORTLAND COMMUNITY COLLEGE, ROCK CREEK CAMPUS:**

Tim Budelman introduced Sandra Fowler-Hill. Sandra said that she began this position in April of 2014. She was last at Everett Community College in Washington. She said that she has been on an active listening tour including several organizations in Forest Grove. She said that the 2008 PCC Bond has had a positive economic impact in the region. For the Rock Creek campus, it has led to a major remodeling of the Science and Technology building, a new comprehensive Student

Union Center and a new future building in south Columbia County. She added that the campus also offers English as a Second Language and adult basic skills programs to help students with finding employment. She said the PCC has a strong workforce training connection with Forest Grove mentioning the Climb Center problem solving training over the years with Viasystems. She also thanked Jeff King for a program that provides scholarships for small business management training with the PCC Small Business Development Center (SBDC). She said she is committed to supporting and growing these partnerships in place with local businesses, PCC and City of Forest Grove.

Sandra said that in the past year, 959 students from the area were enrolled and PCC credit and non-credit courses, 15 from Forest Grove that graduated with a degree or certificate and 236 Forest Grove High School students in a dual credits program. This college credit program can save parents money. She also said that the PCC – SBDC, Jon Michael Kowitz is working with 72 exporting businesses in Washington County. She then spoke of four areas of cooperation: 1) educate members of Forest Grove in broad fields in order to create an educated workforce. This includes creating new programs as skills and employers needs change. 2) SBDC, to grow and enhance local businesses that already exist 3) CLIMB Center programs that provide custom contracting training to employers from welding to professional development; and also help to start new businesses; 4) Community Education. These are non-credit courses offered every quarter that are defined by a committee of the willing. If there is a market for a course then it will be added to the schedule.

Elena Uhing thanked PCC, She said that this is a continuing conversation that is needed as our manufacturers and other companies need a skilled workforce. She added that we are supportive of PCC's efforts in the community. Tim Budelman asked about the new Cancer Research Center going in near the Portland waterfront and what impact and opportunities are their for PCC. Sandra replied that they are looking how they leverage existing programs such as Nursing Program at Sylvania and health related programs at Cascades to create a more comprehensive training facility. She said Rock Creek does not have much in health care but does offer a biotech program.

Jeff King asked about explaining to businesses the resources and programs in workforce and education system available to them but also if there is an approach that we on the City/EDC can help PCC and other workforce/ education organizations with adapting to changing skills or careers needed by employers. For example the whole emerging field of cleantech and alternative energy which didn't exist all that long ago? Sandra stated that they do a lot of environmental scanning. For example Kelly Marks is embedded into communities attending chamber meetings, every

business forum, meeting with cities and EDC's to get feedback. She gave an example of a micro-electronics program that was needed in response to Intel's growth. A program was created in a partnership where Intel provided the equipment. She added that Rock Creek has a history of responding to changing needs and that that we are also dependent on business partnerships like the FGEDC to let PCC know what gaps might be emerging. Kelly Marks added that the PCC career tech programs and some of our academic programs have advisory panels that include those in industries to keep us current. They also help with creating internship opportunities. Elena Uhing expressed a concern that she is hearing often –that many lack basic skills such as simple math, following guidelines, able to write and communicate. As a result many jobs are going wanting including those jobs that pay a decent wage. Where will our future workforce come from? Sandra replied that it is the responsibility of all of us in the workforce/education field –PCC, Worksystems Inc., high schools and others. She added that PCC requires all graduates have basic skills. Kelly Marks said that she is looking at this from a generational viewpoint such as on-line courses and what that means and that it is a two way street when it comes to expectations –not just let's train up our kids. Sandra stated that the Climb Center can work with a business to create an intensive soft skills program that includes basic skills expectations.

John Hayes, who is a member of the Forest Grove School District Board, stated that they were happy with relationship with PCC; the problem is that the education system is grossly underfunded. For example in the FGSD they estimate that they are \$10 million underfunded out of a total budget of \$60 million. John added that they hold an annual meeting with all Washington County legislators, which is well attended, to explain the impacts of lack of funding and to lobby for more funding. Sandra replied that one problem is that there is no single governance of the overall state higher education system including universities and community colleges. Now each group has their own subcommittees with new ideas for mandates like early education. One problem is that Oregon is 47<sup>th</sup> in state support. She said that the 40-40-20 has kept a focus on how we get students graduated but funding is in question. For example this past year, the community college put in a budget request for \$640 million but only \$519 was put in the budget. Elena Uhing brought up the cost of college debt as well as the problem that many trade jobs are going unfilled. She said that college is not the right path for everyone, so more trade programs are needed. She said that many young people are not going to college because of debt concerns. Sandra explained that a new Swan Island Trades Center will be opening shortly. It will provide more capacity and a centralized location of all PCC trades programs. In regards to debt, she stated that if over a 3-year period 30% of students have defaulted on loans the feds place you on a warning list. At 40% default, the government can shut off financing which can close a college. PCC has one of the

lowest default rates in Oregon. PCC stopped enrolling students without a financial plan and would drop students from a class who did not pay up front. PCC also works with students to help them manage debt. They also help students find employment while they are in school such as internships or work-study programs. They found that those with some type of job are more likely to graduate and also learn soft skills required in the workplace. One of the advantages of the dual credit courses is that it can reduce future debt. High schools embed college curriculum into their programs.

**D. STRATEGIC PLAN/Subcommittee Realignment**

Jeff King stated that the November meeting will focus on an update of the strategic plan and potential subcommittee realignment. He asked how the board would like the updates presented. Should the changes be handed out as separate attachment of changes/updates only or should they be highlighted text within the existing strategic plan? Also in several cases, where a goal has been accomplished for example, creating an urban renewal district –do we remove that goal or change to the next step such as “maintain” the goal? Hope Kramer said that it would be easier to follow if the changes were highlighted and placed within the existing goal. She also said it would be good to send out in advance so that those board members that cannot attend could still provide comments and feedback. She said that any comments should be sent to Jeff King.

Jeff also discussed potential subcommittee realignment and threw out some questions for November discussion. Should a workforce development subcommittee be re-established? Should the Branding/Marketing subcommittee be disbanded with part of the marketing function going to the industrial subcommittee and the other part going to the Tourism Subcommittee? Lastly, should there be a separate commercial subcommittee created to focus on commercial/retail needs?

**E. NEW BOARDMEMBER**

Tim Budelman said that he talked briefly with Justin Norman of Woodfold Mfg Co. about becoming a board member. Generally Justin expressed interest but Tim Budelman would seek a formal commitment later in the week. Jeff King explained the formal process. The FGEDC would vote to make a recommendation to City Council. The City Council would then make the final decision. Tim Budelman asked for a vote to recommend that Justin Norman become a board member that of the Forest Grove Economic Development Commission. Hope Kramer moved and Don Jones seconded. The motion passed unanimously.

**5. COUNCIL COMMUNICATIONS:**

Elena Uhing announced several events coming up in the City. On October 4<sup>th</sup> there will be a Public Safety Open House and a Japanese Cooking Class also on the 4<sup>th</sup>. On

October 11<sup>th</sup> will be Birds and Brew at Fernhill Wetlands and the Grand Lodge from 8-2pm. On October 22 will be the kickoff for Juniper Gardens Phase II. Also upcoming the Mayor's Dinner. Contact the Mayor for tickets. Elena also reported that the Council approved the purchase of a site next to the AT Smith House that could be used for historical or recreation activities. She stated that the Parks and Recreation Department completed building equipment for Talisman Park while the Library Friends and Family was a successful fundraiser. Elena also pointed out the article in the July/August of Oregon Business Magazine that touted the food, drink and food processing growth in Forest Grove and visitor opportunities around it. Lastly, she said that the Planning Commission is working on code revisions to be in compliance with Metro while the Historic Landmarks Commission is doing a code updates for the historic districts. She said you can go to their website to make comments. They will be bringing proposed changes to the Planning Commission in mid-October.

**6. ANNOUNCEMENT OF NEXT MEETING:**

EDC Chair Tim Budelman announced that the next meeting of the EDC will be on November 6<sup>th</sup>

**7. ADJOURNMENT:**

The meeting was adjourned @ 1:40 p.m. by EDC Chair Tim Budelman.

Approved by the Forest Grove Economic Development Commission:

Date: \_\_\_\_\_

Signed: \_\_\_\_\_

EDC Chair