

**ECONOMIC DEVELOPMENT COMMISSION**  
**THURSDAY October 1, 2015**  
**McMENAMIN'S GRAND LODGE – ALICE INKELY ROOM**  
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**ATTENDEES:** Tim Budelman, Chair; Hope Kramer, Vice Chair; Kelly Marks; Don Jones; Mark Nakajima; Howard Sullivan; Guy Storms; John Hayes; James Draznin; Lois Hornberger

**CITY STAFF:** Jeffrey King, ED Coordinator; Cassi Bergstrom, Admin Specialist; Jesse Vanderzanden, City Manager

**ALSO ATTENDING:** Mayor Peter Truax; Sabrina Van Artsdalen and Jesse Aronson, Worksystems Inc.; Barbie Williams, Worksource Center; Justina Williamson, PCC

**1. CALL TO ORDER:**

The meeting was called to order at 12:15 p.m. by EDC Chair Tim Budelman.

**2. CITIZEN COMMUNICATION:**

None.

**3. APPROVAL OF SEPTEMBER 10, 2015 SUMMARY MINUTES:**

Ms. Marks moved to accept the meeting minutes as presented. Mr. Draznin seconded. The minutes passed unanimously.

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

Mr. King updated the board with the following:

City Council has formally adopted the ED Strategic Plan. This will be the Economic Development guiding document through 2018.

The city has completed an Enterprise Application with Lieb Foods, and the processor is doing a \$2.5 million dollar expansion that will create more jobs.

The industrial land is continuing to be worked on to see how they can be certified to build. State programs are being utilized.

In marketing, Portland Business Journal has adds that will be published for the city, and the examples are included in the packet. The city will also continue to work with OPB to market the city.

Regarding the 4 downtown restaurants, work and progress continue.

The three leaf logo of the city has been used for some time. In order to develop more consistency and a clearer message, the city is looking to bring to the city council the logo to be adopted for use on letterhead, envelopes, etc.

Another issue discussed was the small business workshop. A date needs to be set for the workshop aimed toward marketing, business startup, and counseling. Last workshop was done February 1<sup>st</sup>, 2012. The city discussed with small businesses that the first of the year is when businesses get revved up again. Mr. Budelman stated that a lot of retailers gear up for Christmas mid-November and how that would work with their schedules. Mr. King will get more feedback from more potential panelists.

Ms. Uhing included in the packet her comments on city issues.

Information was handed out on the Oregon Business Summit. Issues such as PERS, education reform and workforce issues are discussed. If interested in attending, please let Mr. King know.

**5. BUSINESS:**

**A. McMENAMIN'S -HOST UPDATE:**

None.

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

Howard Sullivan updated the board on the following:

The 51<sup>st</sup> Annual Corn Roast happened on September 19th at Pacific University, and they sold out of 2,800 pounds of corn. The Lions Run had record numbers, chalk art had over 500 squares reserved, the University had a home football game, and the weather was beautiful.

Next Dimension Bakery has a ribbon cutting on October 15<sup>th</sup>.

The Forest Grove Leader had an article in the newspaper about the post office. Mr. Sullivan received a telephone call from a gentleman in Kentucky named Tom Coe. Mr. Coe is a post office remodeler, and was seeking out commercial builders. His credentials were checked as working for the USPS, and something might be happening with the post office in the next couple months.

Panda Express in Cornelius set records on the West Coast for weeks/months earnings.

Mr. Budelman stated that the post office was still in receivership. Mr. Sullivan answered that stuff is happening to make it better. Mr. Truax went on to say that the post office was to go up for auction yesterday. The post office lease supersedes anything else that the new owner would want to do with the building.

Mr. King wanted the city manager to update on the Times Litho project. Mr. Vanderzanden stated that the council did pass a resolution on Monday night, and currently in negotiations. Weekly meetings are happening and the project is continuing forward.

**C. FOCUS ON WORKFORCE/TALENT DEVELOPMENT RESOURCES:**

Mr. King started the discussion by stating that used to be a workforce center within Forest Grove, but due to budget cuts the center had to shut down. Since then programs have changed and Mr. King invited individuals with knowledge of workforce to discuss with the board resources available.

Sabrina Van Artsdalen introduced herself, and stated that this is like coming home because she was the manager who opened the Forest Grove workforce center. Now Ms. Van Artsdalen works at Worksystems, Inc. Worksystems is the workforce investment board for Multnomah and Washington County, and Ms. Van Artsdalen oversees and invests in the public workforce system. Most funds are targeted toward manufacturing, technology, and healthcare. This doesn't mean that funds aren't provided for other things. In speaking with Mr. King, there is a large workforce in food processing. The needs would need to be established to provide trainings for such employees. There are lots of long term care facilities in Forest Grove, and if interested in connecting and training with them please let Ms. Van Artsdalen know.

Mr. Jesse Aronson from Worksystems, Inc gave a presentation on the manufacturing workforce plan. The plan looks at the broad common issues with workforce factors, and comes up with strategies to make an impact. The number one challenge is the fact that not enough young people pursue a manufacturing career. There are a lot of image problems with the industry. Exposing young people to manufacturing includes company tours, internships, job shadowing, etc. National Manufacturing Day is happening tomorrow to give company tours to area high school students.

Skilling up and preparing workers now is beneficial for everyone. Certified Production Technician Credential is supported and is a national certification. Community Colleges have been set up to train this credential. Over the summer, a course wrapped up and 16-17 graduates were swept up by manufacturing companies. Courses are continually held throughout the year.

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Also available is the Oregon Employee Training Assistance fund that strengthens the existing manufacturing work force. This is funded with a grant that will reimburse up to \$400 for the training of the employees.

Worksystems, Inc is at the end period of the manufacturing plan, and is in the process of update the design and looking at if the critical challenges are still relevant. Industry drives that conversation, and the next industry panel meeting in November 5<sup>th</sup>. Forest Grove area manufacturers are welcome to be a part of the conversation.

Lastly, another grant recently received is for ReBoot NW. Ms. Van Artsdalen stated that the flyer being handed out was just received today, so the contact information has not been entered in yet. Mr. Aronson continued on, stating this is a Department of Labor competitive training grant applied for last summer. The goal is to train one thousand people who are long term unemployed or veterans. This is a big grant to take advantage of, and a lot of work based placed training. Business participation is important, and currently looking for companies to host, be guest speakers, and allow internships. On the job training also has a lot of funding over the next two years. It is a wage offset/reimbursement for training that a company provides to someone whole on the job. It is a great way to get people back to work, support businesses, and acquire worker skills.

Ms. Van Artsdalen mentioned that Worksystems, Inc has also partnered with Treehouse, an online coding class, last fall. Worksystems, Inc purchased 10,000 seats, and only 4-5,000 seats have been filled. This is completely free, and you learn coding at your own pace. The people coming out of this program are getting good paying jobs. A flyer was passed around showing the benefits of the program. Mr. Aronson stated that all the grants and initiatives are all implemented through Worksource.

Ms. Barbie Williams introduced herself as the Regional Manufacturing Specialist with Worksource Center. There are reps with the center that work with each individual employer's needs. The goal is to work with the employers by actually going there and touring the facility so that way it is known that when they post a listing, exactly what they are looking for. Duties have changed, and hiring needs are thoroughly examined nowadays to connect them with the right people. Facts were given and put together by a Workforce analyst for Cornelius/Forest Grove demographics specifically:

- In 2013, there were 20,447 people twenty five years and older who had less than a high school diploma. That is about 20% without a high school diploma, 27% had a high school diploma, and 20% had a bachelor's degree and above.

- Manufacturing, healthcare, and retail trade represented 53% of the employment.
- The top three manufacturing sectors are food, wood products, and computer and electronic products.
- Manufacturing is the main economic strength with 22% density of employment, compared to 12% for the state, and 13% for the Portland metro area.
- All industries pay average annual wages well below metro and state levels. Wages are 21% below the state level, and 31% below the Portland metro area. Some could be due to the education level.

Mr. King asked the question about enhanced screening recruitment. Ms. Williams stated that enhanced recruitments are just going through Workforce only, and they sort out where resumes should go. The focus is to work with the employers and do special recruitments to meet their employment needs. Mr. King asked if they called her. Ms. Williams answered yes, and she will direct them.

Ms. Van Artsdalen went on to explain what changes the workforce center has done. They have taken business service staff out of the workforce centers so they can focus on the business needs instead of being distracted by the needs of the public walking in. Business representatives in Multnomah, Clackamas, and Washington County are now in Tualatin focusing on one industry. There is a more focus on the employer and time to take care of the business, so the needs are met. Ms. Williams agreed that this makes everything more consistent with unbelievable energy to get employers the correct matches.

Mr. King asked about the point of contact issue. When working with an employer, who should Mr. King have them contact? Mr. Williams stated that they just completed a handout with all the industry representatives listed on it, and she will email it to Mr. King. Ms. Van Artsdalen inserted that Worksystems is working on having one phone number to contact to make things easy.

Mr. King went on to ask if the Employee Assistance Fund goes through Ms. Williams? Mr. Aronson stated that you follow the link on the Employee Assistance Fund, but Worksystems can find the right grant for employees to apply for. Mr. King stated there are a variety of programs, and would like to more direct referrals. Ms. Williams summarized what employers she cares for versus the employers Mr. Aronson works with. Ms. Van Artsdalen will email Mr. King the workforce directory information so he can have the referrals he needs. Ms. Marks stated that PCC partners with programs in the small business training creating a great collaboration.

**6. COUNCIL COMMUNICATIONS:**

Mr. Truax gave the update on Council Communications:

Mr. Truax wants to express the appreciation from the city council on the work done by the EDC on the Strategic Plan. Now the plan will come off the paper and onto the streets.

On September 9<sup>th</sup> in Portland Metro Headquarters, IMPACT (Metro Policy Advisory Committee to Metro Council) board advised the council to adopt/accept recommendations of the chief operating officer for the current iteration of the UGB and UG report. Two recommendations by Martha Bennett that were of significance: One being that there will be no expansion of the UGB in the current period, the other being the re-convenience of the study into the next cycle of adjustment of proposed expansion/adjustment of the UGB in 2016. This is "IF" the urban and rural reserves issues in Clackamas/Multnomah Counties are resolved, which the chances are they will not be immediately resolved. The board would like the expansion to begin now, period, regardless of what happens in Clackamas/Multnomah County. Discussion in Clackamas County has gone into politics, bleeding into land use/planning and transportation. They use the Sellwood Bridge the most, but refuse to fund the bridge because it is in Multnomah County when it is actually a regional problem. The issue becomes that if that doesn't get resolved, then we wait until it is figured out. The board is no longer willing to wait, will plow ahead and move on. There is an IMPACT meeting on October 14<sup>th</sup> that may change things.

Greater Portland Inc (GPI) had their Economic Summit at the Portland Art Museum a week ago. It is concerning that GPI gets more muscle in making sure we are truly a regional force.

Community Action Organization has their empowerment breakfast on October 13<sup>th</sup> from 7:30-11am at the NW Event Center. This is part of the 50<sup>th</sup> anniversary of the Community Action Organization.

The Governor Volunteer Awards will be October 12<sup>th</sup> from 11:30-1:30pm. One person and one organization from Forest Grove will be receiving awards.

Mr. Budelman asked about IMPACT and how things are landscaped out between the cities and counties for urban renewal reserves, will that change? Mr. Truax answered that the membership of IMPACT needs to be more streamlined, and he got some pushback from the board. As a mayor, he is representing 22,000 people but only one vote, but others in there are one vote based on their one opinion. The mayors ought to have a little more say in the game because they are representing more people.

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City Manager Jesse Vanderzanden gave an update:

The League of Oregon Cities had a conference that Mr. Vanderzanden was in attendance last week, along with mayor and some councilors. Three of the councilors went on a tour on urban renewal development hosted by the city of Redmond. They got into a lot of specifics of urban renewal and it was very educational. Also, the mayor represented the city of Forest Grove exceptionally with his speech at dinner that night.

Mr. King added that Greater Portland 2020 plan in the packet was well done. At the last meeting it was talked about inviting Pacific University business school to the next meeting, and they will be able to attend future meetings. Also would like to add one of the business students as a board member.

Ms. Hornberger made comment about last meetings minutes as being one sided. Discussion was made on what brings students downtown. Examples of businesses that attract the students were given. The minutes are public and it is concerning that this will cause constraints against Pacific University. We need to embrace each other.

Mr. Budelman made the comment that it gives the board the opportunity to ask the question if they are doing a good job within the community of reaching out. Mr. Truax stated there is an opportunity on both sides to do a better job. It is a cycle; kids came downtown when there was an attraction, then there was a phase when the "well was poisoned". The community doesn't get, at times, about the diversity of that campus. The college kids schedule is so much different than the real world. Ms. Hornberger and Mr. Truax both agreed that student leaders need to be involved in discussions. Mr. Vanderzanden stated that Mr. King and he have a meeting with the University involving the discussion of tourism. It's time to involve the university in the discussions.

**7. STAFF & BOARD MEMBER COMMUNICATIONS:**

Ms. Marks stated lastly that the Cultural Coalition of Washington County is looking for board members. They meet 4-5 times a year and grant money.

**8. ANNOUNCEMENT OF NEXT MEETING:**

Mr. Budelman announced that the next meeting of the EDC will be on Thursday, November 5 at 12:00 noon in the Alice Inkley Room at McMenamin's Grand Lodge.

**9. ADJOURNMENT:**

Ms. Hornberger moved a motion to adjourn the meeting, Mr. Nakajima seconded. The meeting was adjourned at 1:39 p.m.

Respectfully submitted by: Cassi Bergstrom

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Approved by the Forest Grove Economic Development Commission:

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

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

EDC Chair